

Greater Blue Island Progress Review

Blue Island -- The City of Opportunity

Some Pertinent Facts Disclosed By Surveyists That Should
Prove Interesting to Every Resident of This Great Community

SURVEY MADE BY EXPERIENCED MEN SHOWS BLUE ISLAND ON THE THRESHOLD OF THE GREATEST ERA
OF PROGRESS AND PROSPERITY EVER EXPERIENCED.
BUSINESS MEN, PROFESSIONAL MEN, BANKERS, WORKING MEN AND FARMERS ARE CO-OPERATING TO MAKE THIS
THE MODEL CITY OF THE GREAT MIDDLE WEST.

Situated in the heart of one of the most fertile and productive states of the great Middle West, Blue Island and community gives promise of fast becoming the community of great opportunity. On the main line of the country's greatest railroads, it offers unparalleled manufacturing facilities by virtue of its accessibility to the greatest markets of the world. Ranking second to none in soil productiveness it offers agricultural genius full returns and handsome profits for time and labor invested. It is truly a community of industry. One that is assured of continued prosperity because of its wide variation of industrial, commercial and agricultural enterprises.

We feel safe in saying that nowhere from New York to San Francisco or from Maine to Florida can be found a more contented, more prosperous, more peace loving, more home loving and home owning populace than that with which this community is blessed.

Men with education, refinement, intellect, ambition and enthusiasm are attracted to our community. Thus growing men are contented and happy to remain within the confines of this community to carry on the work of their fathers—to make for themselves a name in the business and social world—to marry and rear happy, healthy families and to enjoy life to its fullest amid surroundings that are ideal, that breed peace of mind and heart—happiness and contentment.

Never before in the history of this community has Blue Island offered such unparalleled opportunities for both young and old alike.

Never before has manufacturing been on a firmer, more solid and a surer basis. Never before has real estate offered such unparalleled investment promises - never before have banks and other financial institutions had more money to aid worthy enterprises. This healthy state of community affairs has made the people of Blue Island determined that nothing shall retard them in their onward march of progress and prosperity. Their enthusiasm backed with an earnest determination which is the very blood of any community has united them into one group, each resolved to add his bit, to continue to make this community the hub of the most forward looking community in the United States.

It is the aim of this Community Booster Review to acquaint people of this community with the great strides made in recent years to make this a truly Metropolitan place in which to live and enjoy life. It is the aim of this Review to bring to the realization of the people the high standard of the business firms, banks, financial institutions, professional

and commercial enterprises in this section. You are requested to please bear in mind that not one of the write-ups appearing in this Review has been written by the firms or the men behind the firms—but have been prepared by skilled editorial writers who have made a life time's study of the work. The primary aim and object has been to show how each individual business or enterprise contributes its part to that great whole—the community. These write-ups are the observations of men unbiased in their judgment but experienced in the study of community life and the enterprises which go to make up that life.

Your attention is also called to the fact that with the exception of the publisher's support, the expense of this Community Booster Review is being stood by subscription from the enterprising business firms and professional men whose write-ups appear herein. These men merit your hearty support because they have manifested their confidence in you and in our community. These write-ups demonstrate the progress and the aggressiveness of the community and the enviable reputations of these merchants and professional men.

Lyric Theatre

Is a Fitzpatrick-McElroy Theatre in Blue Island, Located on Western Ave., That Ranks With the Best in This Community. Only the Best and Cleanest Productions in Motion Pictures Offered the Public in This Metropolitan Play House. Messrs. Blair McElroy, F. C. Brincken, E. J. Miller, and K. S. Fitzpatrick Who Comprise the Fitzpatrick-McElroy Co., Opened Their First Show House in Blue Island 16 Years Ago and Now Successfully Operate Over 50 Theatres Throughout Illinois, Indiana and Wisconsin. Mr. R. A. Howard, the Local Manager Is a True Community Servant and Strives With All His Might to Give the People of This Section the Best Entertainment Obtainable.

Clean, wholesome entertainment of the highest quality, for the whole family, at reasonable prices, is the motto of the Lyric, Blue Island's leading show house.

Today as never before the American people are demanding high class

productions both because of their recreational value as well as the educational benefit derived from witnessing the best. This community is indeed fortunate to have in its midst a theatre truly metropolitan in appearance, offering both pictures and

vaudeville equal to that offered in our most metropolitan centers.

Motion pictures of the latest releases of a truly recreational value are offered here. It is a twelve-month show house. During the summer months it is extremely well ventilated with an air purifying system that automatically washes every bit of air before it enters the house. A suction fan at the rear draws the stagnant air out of doors, thus making the theatre cool, comfortable and pleasant during the hottest days of the summer. During the winter months it is as efficiently ventilated and heated in a way that makes for comfort and convenience while enjoying the pictures.

Only the cleanest and morally perfect pictures are shown here. Any father with a grown daughter or young man with his sweetheart can walk into this house with the assurance that neither he nor she will be forced to blush at the moral of a picture.

The furnishings and decorations are in keeping with the size of the house and the appointments. No audience can fully appreciate a performance in an unartistic, poorly constructed, poorly ventilated show house.

The music is also worthy of mention. That the ear may be flattered and that the moral of the picture or act may go home with the full meaning the music is always the best. The lighting effects are of the latest design and really rest the eyes. In all the Lyric Theatre is really a metropolitan play house offering the people of this community metropolitan entertainment at most reasonable prices.

Mr. R. A. Howard, the manager, is indeed to be complimented on the manner in which he is operating the Lyric. That he is a theatrical man of wide experience is a conceded fact. He is, however, more than a theatrical man—he is a valued citizen. 120

Schmitt Bros. Mercantile Co.

The Dominant Department Store in Blue Island Located at 341-47 Western Ave., Meets the Requirements of Both Men and Women. Every Department Under Very Capable Management of an Experienced Person. Quality of Lines Always the Best and Prices Most Reasonable. Salespeople Are Schooled and Trained to Serve Every One in a Courteous and Efficient Manner. The Keen Judgment and Shrewd Business Foresight of Messrs. Herman Pronger, President and Treasurer, Fred Goetz, Vice-President, Joseph Benzing, Secretary, Elmer Schmidt, Assistant Treasurer, and C. W. Iglehart, a Firm Member, Enables Them to Offer Bargains That Are the Talk of This Section. This Department Store Is Truly an Institution That Is an Asset to This Community.

The question has often been asked "Just what is a department store?" A department store is an institution operating anywhere from twenty-five to one hundred individual businesses, catering to the everyday wants of a city or community. In other words it is a store housing different departments each specializing in several particular lines.

These departments operate on very much the same principle as the individual business. They are managed by people that are experts in that particular line, people that have spent

years and years in acquiring a very keen knowledge of the articles they are selling.

The benefit of this method of merchandising is apparent at a glance. In the first place these many departments all housed under one roof and managed by one set of executives materially reduces overhead cost. In the second place the collective buying feature is conducive to extremely low prices. In the third place shoppers are enabled to see all the latest creations in clothing, dry goods, shoes, furniture and ready-to-wear without leaving the one store.

A department store is truly

an institution founded on the right principle. A principle of serving the people of the community with the best lines of merchandise at prices that are always the lowest. On institutions of the modern, present day department store kind does a community prosper. Without them people would have to resort to the old antiquated method of buying from pictures or waiting until the goods were shipped from distant points.

Schmitt Bros. Mercantile Co., of Blue Island needs no introduction to the people of this section. For years this department store has been the headquarters for shoppers in this section who were in quest of the best for the least amount of money. Here people know they will be served in a courteous and polite manner—here they are certain of getting what they want, when they want it, and at prices they can afford to pay.

One look into this store will reveal a multitude of articles needed and called for every day in the year. Standard brands of merchandise bearing names that are nationally known for quality, greet the eye in every department. The quality is of the best and the prices are most reasonable.

In all, the people of this community might well consider themselves very fortunate as in many cities twice the size of ours cannot be found an institution nearly so large, so efficient, so complete in its stock of merchandise handled and sincere in it wanting to render the most efficient service possible than at Schmitt Bros. Mercantile Co. The public in turn have the utmost confidence in this store and trade freely here with the assurance that they are getting a quality of merchandise in keeping with the money they spend. It is a happy combination, that of Schmitt Bros. Mercantile Co., and the people of this community. A combination that makes for community prosperity and stability. We take great pride in complimenting the executives of this store. We wish them unlimited success in their chosen work. They are men whose hearts and souls lay in their work—lay in serving the community and the people of this community in the very best possible way. We therefore take great pleasure in thus making them better known to our readers. 185

Blue Island Trust & Savings Bank

A Financial Institution Known Throughout the Community As One That Meets Every Requisite for Progressive, Courteous Banking Along Conservative Lines. Make a Specialty of Supplying Individual First Mortgages to Investors. This Bank Under State Supervision. Bonds and Investment Department. The Officers and Directors, Fred C. Brincken, President; Jacob Thoeming, Vice-President; Arthur E. Fordtran, Cashier and Trust Officer; Directors, Joseph Benzing, Fred C. Brincken, H. F. Brueggemann, Joseph P. Eames, Arthur E. Fordtran, Charles Haas, Charles Habich, Patrick T. Hallinan, Charles H. Hannagan, Joseph Jezisik, Harry A. Johnson, Michael Maisel, Blair McElroy, Louis Olson, and Jacob Thoeming Are Men of High Prestige. This Institution Truly Serves the Community With Modern Banking Facilities.

A City, town or community is best judged by the financial institutions that serve it. And there are no class of institutions, individuals, manufacturers or business firms that play such a vital part in the progress and prosperity of any city or community as the financial institutions that serve it.

The Blue Island Trust & Savings Bank has done more than its share to bring progress and prosperity to this section through the policy it maintains of fairness to all and favoritism to no one. It is a well established fact that the officers and directors of this bank, representative, successful business men, drawn from the bulwark of the citizenry of the community formulated the policy of this financial institution insisted that the small depositor would receive the

same courteous service and co-operation as the largest.

That their policy is sound can best be judged by the rapid strides this bank has made since its organization. Every worthy project is given full consideration and weighed carefully. If the merit is outstanding, the co-operation of this institution is gladly and courteously given. For that reason, if for no other, the business men and the farmer have come to know the Blue Island Trust & Savings Bank and seek their advice and consultation on all business matters.

The Blue Island Trust & Savings Bank is known as a safe bank. The very personnel of their officers and directors assures that safety—but besides this the bank is under the inspection of the United States Government. The safety deposit department offers a service that rivals that offered in cities many times our size. Here your valuables are guarded for such a small sum that it would be

sheer negligence not to avail yourself of this feature of their service.

Another metropolitan service offered the patrons of this bank is their Bond and Investment department. Here bonds and securities are offered that have stood the acid test of men who have made a very intensive study of this particular phase of investing funds. The Blue Island Trust & Savings Bank offers only securities which they themselves have invested their own funds in. A word to the wise is sufficient. Consult them ere you invest. The good people of this community could save thousands of dollars which are lost annually in poor investments if they would have sought the counsel and advice of these investment experts ere they had placed their funds in poor securities and lost their money. By seeking their advice now in these matters you will be able to lay a nice nest egg up for old age.

To attain the heights in a community such as the Blue Island Trust & Savings Bank has reached bespeaks

explicit confidence. 137

Geo. A. Luchtemeyer

JEWELER

A Metropolitan Jewelry Store With a Completeness of Stock to Meet the Most Exacting Needs of the People of Blue Island, Located at 321 Western Ave. This Store Is Distinctive in Every Sense of the Word. Personal Service An Added Feature. Diamonds in All Popular Sizes and in the Highest Quality and Grade. Is Considered an Expert Repairer. Mr. Geo. A. Luchtemeyer, Enjoys a Very High Reputation for Fair and Honest Dealings With All His Patrons. Come in and Look This Stock Over for the Rarest Creations in Jewelry.

Have you ever known it to fail that after spending numerous hours looking for a gift for some intimate friend or member of the family—you will instinctively turn to your favorite jeweler?

And it's quite correct that you do because tastefully selected jewelry makes not only a permanent gift—but one which is bound to strike a responsive chord in the heart of most every person.

The people in this community are particularly fortunate that in their very midst is a jeweler that carries a stock of jewelry so complete in its every detail that every possible article suitable for a gift can be found at a price and quality that is always right.

The name Luchtemeyer in this section goes hand in hand with Jewelry. With good jewelry because Mr. Luchtemeyer is that particular type of merchant that places his reputation, his word behind every article he sells. He has been known time and time

again to advise a friend or a patron so truthfully that it really worked to his personal disadvantage.

The stock in this local jewelry store is most complete. Here will be found a handsome assortment of the latest creations in wrist watches for both men and women, finger rings ranging all the way from the lesser expensive kinds and types to the stone set mounting selling for hundreds of dollars. Pocket watches, clocks, cuff links, stick pins, silverware, vanity cases, bracelets and the hundred and one other items that go to make ideal gifts for young and old alike.

Engagement or wedding jewelry is another specialty of this store. A really complete stock of diamonds is carried on hand at all times. The young men of this community might well consult this jeweler about the quality and grade of the particular kind of a diamond in which they are interested rather than to take the word of some unknown jeweler or diamond merchant in some far-off city. Mr. Luchtemeyer has been serving

the people of this community for many years. His success has as its very foundation honesty and integrity. He never misses a single opportunity to advise a patron in a frank and honest manner because he works on the theory that jewelry is something that must last for years and years—and as such the customer is entitled to know all the facts in an honest and upright manner regarding any item in which he is interested.

All in all the people of this community may be assured that here is a store with a completeness of stock seldom surpassed in our most metropolitan cities. A store with a stock that is owned and managed by a jeweler of wide experience and high reputation. A jeweler that is not only thoroughly reliable—but one that takes an active interest in all community affairs because he believes sincerely in the community as well as in the people making up this community. We compliment him and wish him continued success.

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M. H. Martensen

Moving and Express

A Local and Long Distance Moving Firm in Blue Island With Offices Located at 329 Western Ave. Warehouse, and Do Packing and Crating. Moving of Household Furniture and Pianos a Specialty. Men Employed Are Reliable and Trained in Their Work to Give the Public Service. All Are Men of the Highest Type. None Stand Higher in the Community. Mr. M. H. Martensen Is a Business Man That Favors All Drives for the Betterment of the Community. We Urge Our Readers to Phone Him at Blue Island 1537.

As we see a moving van loaded to capacity gliding over the highways and thoroughfares little do we appreciate and realize the responsibility placed on the shoulders of the men in charge of the task. In every home and household are articles of furniture prized most highly by their owners. Prized perhaps not always for their intrinsic value—but for sentimental reasons as well.

The people of this community are indeed fortunate to have in their midst a firm that enjoys a reputation of an enviable reputation for careful and painstaking care in the moving of all furniture. Little need the people of this community fear that in transit any of the costly items of household furniture will meet with a fate that will render them useless for further use.

Mr. M. H. Martensen makes a business of moving furniture and breaking nothing. No job is too big or too small for him to handle and he does so in an expert, courteous and efficient manner.

That this firm are the recognized leaders in their field cannot be disputed. Their vans are a common sight on the streets of this community and on the highways for miles and miles around. The single item to which their success can be traced is probably the service they render. All men in the employ of this firm are experienced in the business. Men who accept their responsibility with no light concern. Men who appreciate that in moving a family from one house to another—or from one city to another—they have a task to perform that must uphold the high standard set by others in the employ of the firm. They are courteous when spoken to—and work on the theory that a smile is as cheap as a frown. They go about their work in a quiet, efficient manner that not only is pleasing, but also stimulates confidence.

The storage facilities maintained by this firm are also worthy of due mention. It has probably happened

to all of us that we have had an opportunity for bigger and better things in life if we cared to meet them. In times of this kind a reliable, storage ware house is an indispensable asset. People in this community merely call this firm and immediately cast all worries from their minds. They know that all details such as packing, hauling and insuring will be given proper and prompt service and attention by men who understand their business thoroughly.

In every respect this firm truly serves the people in a metropolitan manner. Their service is of the best, their workmen courteous and their prices most reasonable.

Mr. M. H. Martensen has had many years of experience in this line of work. He has established for himself a reputation for honest and fair dealing that would do credit to any reputable firm. He is a public spirited individual of the highest type and his business is an indispensable asset to the people and to the community. 106

Chas. Staes Fruit Co.

A Wholesale and Retail Fruit Dealer, Located in Blue Island at 249 Western Ave., and 496 Western Ave., That Supplies Our Merchants With the Choicest and Freshest Fruits and Produce. Firm Strongly Prominent As the Leaders in Their Line Because of Their Unceasing Efforts to Furnish Only the Best at Most Reasonable Prices. In Popular Favor With Merchants Not Alone Locally, But Throughout Entire Section. Farmers Enjoy Doing Business With Them Because They Serve As a Market for Their Produce. Mr. Chas. Staes Is Well and Favorably Known to Everybody in Our Community. He Is a Business Leader—Community Booster and Builder.

From all four corners of the land—from leading physicians, food experts and dieticians comes the advice—Americans—eat more garden produce and fruit. These experts know from good authority what is most needed to produce added vitality, strength and health, and they are insistent in urging us to increase the richness of our blood by eating more foodstuffs fresh from the soil. Of such consequence is this movement that the Department of Agriculture is lending its co-operation with leading health institutions by encouraging our people to eat more food stuffs and thereby enjoy better health.

The Chas. Staes Fruit Co. of this city serve the community in a most efficient manner by supplying local merchants with the choicest and freshest of fruits and produce. By supplying our merchants we are assured a quality product so badly needed to fit us for our present day duties.

Local merchants too have come to rely upon this commission firm as the most logical supply for their wants along fruit and produce lines. By having this enterprising firm supply them they are always sure of getting the highest quality of produce and fruits. In this modern day when housewives have been taught to accept nothing but the best in produce lines local merchants exercise the greatest care and precaution in buying. They feel assured that in dealing

ing with the Chas. Staes Fruit Co., only the best will help increase the patronage of their stores.

The outstanding feature of the success of this firm can be summed up in a few short words: First—quality produce and secondly service.

They maintain an efficient delivery service which enables them to supply the merchant with small requirements equally as efficient as those of the big user. They give that same painstaking care and attention to the wants of the little man as those of the big man and in this way have won for themselves a reputation that is the envy of produce dealers—not alone in this community—but throughout the entire section.

The tremendous volume of business they do enables them to sell at close margins of profit. They figure that a small profit and a quick turn over is infinitely better than a larger profit and a slower turn over. For this reason too this firm are the favorites of merchants throughout this section.

It is physically impossible to speak of the success of this firm without making due mention of the man who has been instrumental in making this possible. Mr. Staes is far seeing. His business proves this. His attitude toward rural merchants, toward the farmer and toward the community is very commendable. He is a public spirited business man and community booster.

GEORGE WASHINGTON'S RULES OF ETIQUETTE

1. Every action in company ought to be with some sign of respect to those present.

2. In the presence of others sing not to yourself with a humming voice, nor drum with your fingers or feet.

3. Sleep not when others speak, sit not when others stand, speak not when you should hold your peace, walk not when others stop.

4. Turn not your back to others, especially in speaking; jog not the table or desk on which another reads or writes; lean not on any one.

5. Read not letters, books, or papers in company; but when there is necessity for doing it, you must ask leave. Come not near the books or writings of any one so as to read them, unless desired, nor give your opinion of them unasked; also, look not high when another is writing a letter.

Dolly: "How did that young mining engineer act last night?" Polly: "Terribly stupid. During the entire evening he spoke of how he works for hours in the dark, and never even attempted one demonstration."

Correct Conclusion

"Black chile, does you all know what deceit am?" "Suttingly I does! Belzebub."

"Den what it is?"

"Well, when I leans ovah an' heahs somethin' rip I knows dat's de seat."

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Fahsbender-Beagle

Prominent Among the Automobile Firms in Blue Island, With Sales Rooms and Service Garage Located at 281 Burr Oak Avenue, Are Distributors for the World Famous Overland, Whippet, and Willys-Knight Automobiles. This Firm has Gained Widespread Popularity Because Their Cars Lead the Field in Improvements and Because of Their Sincere Desire to Serve the Public in a Most Efficient Manner. The New 1928 Willys-Knight "70" Now on Display in the Sales Rooms of Fahsbender and Beagle Are Conceded to Be the Fastest and Most Powerful Product of Its Size Among All American Built Automobiles. The Whippet Four and the New Whippet Six Equipped With Four-Wheel Brakes Have Already Established a Precedent in European Type American Motor Cars. You Owe It to Yourself to Inspect the Whippet Before Purchasing Your Next Low Priced, High Speed Motor Car. This Firm Also Has on Display at the Present Time an Unusually large Assortment of new and Nearly New Used Cars which are Sold under Fahsbender-Beagle's Guarantee of Tested Performance. Messrs. O. G. Fahsbender and Wm. Beagle, the Owners Are Automotive Men of Wide Experience. They Operate a Metropolitan Agency According to Metropolitan Standards. They Stand Squarely Behind Every Car They Sell.

Perfected to a point that has gained for it swift recognition as the world's highest type of high speed engine construction, the Willys-Knight out performs anything ever built in its size, type or class.

The New "70" Willys-Knight Six combines the principle of speed and power with safety, ease of operation and riding comfort. The motor, with a 2 15-16 inch bore and 4 3-8 inch stroke develops greater power per cubic inch of piston displacement throughout its entire range, than any other stock American engine built today. With perfect mechanical 4-wheel brakes the same type of braking system as that used on the finest and most costly cars of Europe and America, and 8 Timken roller bearing in the steering mechanism, it represents a car that meets the demands in every possible way of the person looking for power, comfort and a motor car easy to handle.

It is because of the fact that Willys-Knight makers are always first in making improvements on their cars—that has been instrumental in causing these local dealers to be recognized as leaders in their

field. Another innovation in motor car manufacture—the fruit of the Willys-Overland Company is also on display in the sales rooms of these local dealers. It is the Whippet Four and the New Whippet Six. The Whippet is totally different from anything on the market today. It looks different, it acts different. It is an adaption of the best Europe has to offer in the way of powerful, economical engines—with a wide speed range, more power for climbing than has characterized even the best of the European productions and with flexibility, silence and smoothness of running new to our light car production.

The New Whippet Six is the ideal car for the traveling man, business man, home owner and home lover. It is equipped with a powerful six cylinder motor, has four wheel brakes and other appointments and refinements to be found only on the most costly cars.

The Whippet Four and Six, like all other cars made and sold by the Willys-Overland Co., Inc., can be purchased

under the NEW WILLYS FINANCE PLAN, which allows 52 weeks in which to pay. The Willys Finance Plan means less money down, smaller monthly payments and lowest credit costs in the industry.

The entire line of motor cars made by Willys-Overland Inc., are on display at Fahsbender-Beagle, where any prospect may inspect and try any model in which he or she might be interested without obligation. Any of the men on the floor will most willingly demonstrate any car on display at the convenience of any interested person.

It is needless to mention that an agency with a line so complete in its every detail as the Willys line is, should be successful. The line of cars they handle plus the service they render assure the public of the maximum of return on their motor car investment. It is a rare combination of this of maker and seller—where the public benefits at all times.

Messrs. O. G. Fahsbender and Wm. Beagle are men of wide experience. Their business reflects their ambition and their desire to render the most courteous and efficient service possible at all times.

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K J Baby Shop

An Establishment in Blue Island, Located at 328 Western Avenue, That Serves Mothers in Our Community With the Daintiest and Finest in Juvenile Apparel. Infants Wear of Every and Any Description in the Newest and Latest Designs at Most Reasonable Prices. Mrs. John Kaja Appreciates Infants Wants and Sees That Mothers Get Just That Very Thing. Stocks Are Always Most Complete in a Variety of Colors and Color Combination. Patronize This Shop and Have Your Baby Always Be the Sweet, Beautiful Morsal of Humanity That Now Makes It the Pride of Your Heart. The Owner and Manager of This Shop Is a Person Who Always Tries to Give Patrons the Best. Is Public Spirited and for the Community at All Times. We Recommend the Juvenile Shop to Our Good Readers.

Happy indeed is the family whom God favors with a baby. A baby in a household is happiness, contentment supreme. In fact no home, no household is complete—no love ideal—until a baby arrives to increase the joy of living.

In order to preserve the infants' health—in order to maintain its divine beauty—much thought and time must be given its clothing—because more depends on the proper clothing of a baby than on a grown person.

Nowadays the demands made on mothers are so great that they hardly find sufficient time to make the baby's clothing. Too—the greater portion of mothers are inexperienced at making baby's clothing—which makes the task a tedious—difficult one.

The K J Baby Shop is an establishment in our community that lifts from the shoulders of mothers in this section, the burden and the responsibility of properly clothing the baby or infant. This shop specializes in clothing for babies and infants—and carry a stock so complete that scarcely no article could be asked for that would not be immediately taken from the stock.

The owners of this shop are people

who understand their business. Regularly they visit the markets in quest of the newest—the daintiest—the best, so that the infants in our community can be dressed as beautifully as those in our most metropolitan centers.

Some people still have the mistaken impression that infant clothing when purchased from a specialty shop is expensive. QUITE TO THE CONTRARY—prices on infants' apparel in this shop are lower than in most cases—mothers could make an inferior garment themselves for the time, material, patterns alone make it more expensive, to say nothing of the style it is impossible for mothers to take into a garment.

The clerks in this shop are experienced. They know the needs of the people who favor them with their patronage. They are courteous and accommodating and welcome the opportunity to advise any patron without obligating them to buy.

Infants' gift apparel is a specialty with this shop. Neighbors, relatives, friends and acquaintances who wish to purchase infants apparel for an infant will find here a stock so complete in its every detail that the select

will be an easy task. Any apparel—that does not fit—will most willingly be exchanged at the customer's convenience.

Truly the K J Baby Shop serves a real need in our community. It is a shop established on the foundation of helping mothers clothe infants properly—and stylishly—and at prices in keeping with the quality of merchandise they handle.

The editors of this publication take real pride and pleasure in thus making the K J Baby Shop better known to the people of our community. Mothers will do well to acquaint themselves with the values on display here—and make this shop their headquarters for all the infant's requirements.

Mrs. John Kaja, the owner of the K J Baby Shop is a business person who takes an active interest in community life. She is continually on the alert to give patrons of her establishment the best to be had at the most reasonable prices. We take real pride and pleasure in recommending her—as well as the shop she owns and manages. This truly is a combination of quality over which the community has just cause to be proud.

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Simon's Furniture Store

An Institution in Blue Island, Located at 228 Western Ave., Equipped to Serve the Home Owners and Home Lovers of This Community With the Finest and Most Up-to-Date Furniture at Most Reasonable Prices. This Firm Is Doing Much to Beautify the Homes of This Section By Supplying the Numerous Articles Needed in Every Home and Household. Regardless If You Are Looking for Only an Odd Chair or Are Furnishing a New Home—Here You Will Find Exactly What You Want at Prices You Can Afford to Pay. Messrs. Harry Simon, President, Nathan Simon, Vice-President, Herman H. Simon, Secretary & Treasurer, and Harry A. Simon Second Vice-President, Know Furniture from A to Z. They Are Surrounded With An Organization of Furniture Experts Who Have Spent Years in Learning Their Business. They Will Be Glad to Advise You.

The value of a community is governed by the homes in that community and by the large percentage of people who own their own homes.

The value of a home is governed by the furniture in that home because after all no house can be a home without furniture.

Supplying the community with good furniture therefore is rendering a real worth while service because good furniture makes comfortable homes and comfortable homes makes happy families.

Simon's is a name known to young and old alike in this section. Simon's is an institution that has as its mission the supplying of furniture to the people of this section.

A visit to this store will reveal a tremendously large assortment of furniture ranging all the way from the lesser expensive items of household necessities to the luxuriously appointed living room, or bed room or dining room. It is only human for us all to want to make our home as comfortable, as good looking, as practical and serviceable as our incomes will permit. Here will be found the

odd chair, the kitchen equipment—the suite for which we have been looking—and at a price you will be glad to pay.

Regularly the buyers visit the furniture centers in search for the latest creations of the designers art. They purchase in such large quantities that the lowest possible prices are secured. These they in turn pass along to their customers in the nature of lower prices.

If you are thinking of purchasing an extra piece to brighten up the living room during the fall months just ahead—we recommend that you visit Simon's. If you are thinking of furnishing an extra bed room, or replacing the old dining room or living room suite with a new, more modern and up-to-date one, it will be to your advantage to call at this store and look over the designs and creations they have on display. We have no hesitancy in saying that you will find the men on the floor eager and willing to serve you to the best of their ability. They will advise you in a conscientious manner and make recommendations that will enable you to get

the maximum of value for the money you invest. Too, you will find their prices to be low. Lower in fact than most stores are asking for furniture of inferior quality.

No small amount of praise is due the executives of this enterprising establishment for the success they have made of their business. Their store is indeed an asset to our community, supplying as it does the furniture needed to make our homes more beautiful, comfortable and happier ones.

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NOTICE—READER!

Your attention is called particularly to the fact that the expense of this Community Booster Review is being stood by subscription from the enterprising business firms and professional men whose write-ups appear herein. They merit your hearty support because they have manifested their confidence in you and in our community.

The write-ups appearing, demonstrate the progress and the aggressiveness of the community and the enviable reputations of these enterprising business and professional men.

Robert Krueger—Funeral Director

A Funeral Home of High Repute in Blue Island, Located at 296 Western Ave., Is Rendering the People of This Community a Real Service in Their Time of Sorrow. Skilled, Licensed Embalmers Whose Years of Service Has Made Them Community Favorites. Maintain Excellent Motor Equipment for Both Ambulance and Funeral Service. Funeral Home. Mr. Robert Krueger Has Mastered All the Details of His Profession. Is a Public Spirited Citizen That Takes An Active Part in Every Worthy Community Movement.

When the grim reaper casts his gloomy shadow over our threshold and removes from our midst some loving member of our family we realize the significance of the word "death."

In a time like this we are awestricken with grief. We know the multitude of details that must have attention but somehow we know not just where to start.

Thanks to good fortune, the people of this community have in their midst an undertaker that is more than just a mortician. He is a man that has made a profession of his business—a man who assumes the immediate responsibility for the correct handling of every incidental detail from the moment he is called

until the remains have been properly and reverently interred.

His is a business which few men are prepared to enter. It is not just a matter of knowing how, not knowing just the technique of embalming. He has the personality, the adeptness to handle delicate situations and a dignity that is required in but few professions. An appreciative public have been quick to respond to his services as evidenced by the large number of the best funerals he has been called on to serve.

His funeral chapel is equipped in a way that makes it most desirable for those who wish a quiet, private service before the burial. His facilities are such that much of the sorrow and grief is removed. The atmosphere of dignity, and solemn-

ity has been the cause of many expressions of complete satisfaction with his chapel.

Another very important feature of the service he renders is the motor equipment which he has. Motor driven hearses and funeral cars of the latest models and most impressive designs are available to meet every possible emergency. Motor ambulance service that is second to none in this section, is at the command of the people of this community.

Mr. Robert Krueger takes real pride in pointing to his ambulance equipment as the latest and most efficient in this section of the state.

Though his service and equipment is of the highest possible type, his prices are very reasonable. He is recognized throughout this section as being particularly skilled and enjoys

an enviable reputation. The people of this community have come to think of him at the time of death. His long period of business experience here has made him known to everybody.

This community is indeed fortunate to have in its midst a man who has made such an intensive study of his business to elevate it to the ranks of a profession. Mr. Robert Krueger is to be complimented on the success he has achieved. This success is well merited, however, and has not come to him in an easy manner. A desire to render the very best possible service coupled with diligent application to his duties has placed him where he now is. We are free to say that Mr. Krueger well merits the continued support of the people of this community, as a token of appreciation for the service he renders. 58-S

Estelle Centers Beauty Shop

A First Class Beauty Shop in Blue Island, Located at 256 York Street, That Specializes in Beauty Culture in All Its Branches. Real Steam Process of Permanent Waving, Correct Hair Cutting, Steam Marcel Waving, Finger Waving, Eyebrow Arching, Manicuring, Shampooing, Etc. Only the Very Best and Choicest Materials Used. Shop a Model in Sanitation and Equipment. Only Registered Beauty Culturists Employed. Mrs. Centers, the Proprietress, Truly Spares no Expense or Effort to Bring to the Women of Our Section the Best in Beauty Culture. She Enjoys a Very High Reputation and Is Well and Favorably Known for the Efficiency She Manifests in Her Work.

In the Dark Ages — hundreds of years ago — women charmed men with their natural beauty. They spent endless hours in cultivating their charm and did all within their power to enhance their beauty. The most costly ointments were applied regularly with most painstaking care and skill to preserve their complexion and to improve upon Nature in Nature's own way.

Today however, we have a far different condition. Civilization and time have brought many changes—the principle of which is that women have elevated themselves to a point where they occupy positions of equal importance and value as those occupied by men. While women of today are equally as beautiful—if not more so—than those of centuries ago, the demands made upon their time have made it necessary to allow the task on enhancing their appearance to another whose knowledge and skill more aptly equips them to render this service. Just such is the mission of this beauty shop.

The Estelle Centers Beauty Shop is popular because of the efficiency it manifests in the work it does. Beauty culture in all its branches is dispensed here, including permanent waving, marcel waving, shampooing, eyebrow arching, manicuring, facial and scalp treatments.

Mrs. Centers uses the Real Steam Process of Permanent Waving. All women are familiar with the splendid results accomplished with this high

grade Permanent Wave Machine and all know it to be the one system that absolutely does not burn the hair.

Before getting your permanent this spring it will be to your advantage to investigate the splendid quality of work which the "Real Steam Process" turns out.

For those who wish to see how a Permanent will take in their hair—the Estelle Centers Beauty Shop will give a test curl without charge. In this way patrons eliminate any risk of being dissatisfied with a permanent if given here.

Mrs. Centers has made it a practice never to allow any but the best and most efficient beauty culturists to serve her patrons. Her equipment is the latest known to the profession and the materials she uses are known to be of the purest varieties.

In completeness of equipment, in skilled operators as well as in appearance this Shop ranks with the very best to be found in the country. It truly is metropolitan in the service it renders, yet the prices asked here are far beneath those asked in metropolitan centers. In this respect the women of this community are indeed fortunate.

This publication has no hesitancy in recommending to the women of this community the Estelle Centers Beauty Shop because it feels that here is a shop managed by a person who is sincere in her desire to serve not only efficiently—but to the very best of her ability. 131

Emil Faber SHOES

A Truly Metropolitan Shoe Store in Blue Island Located at 300 Western Ave., Where Ninety Per Cent of the Shoes Carried Are Made to Their Own Design and Specifications. This Shoe Shop Ranks as the Leading and Most Exclusive in This Section, Carrying the Nationally Known Lines of Walk-Over and Freeman Shoes for Grown-Ups and Red Goose and Pied Piper Shoes for Children. This Exclusive Shoe Store in Popular Favor With People Not Only in Blue Island, But Throughout the Surrounding Section as Well. Here Shoes to Meet the Most Exacting Demands of the Most Fastidious Will Be Found in Abundance. Mr. Emil Faber, the Proprietor Is a Leader in His Line. He Enjoys the Confidence of the People By Serving Them Courteously and Efficiently at All Times.

Here is a shoeshop that has done its work by having served the people so well with such high quality shoes at such low prices that their name is familiar in every home and in every household for miles and miles around.

This reputation has been justly achieved by virtue of an earnest and sincere desire to serve the public with an unsurpassable quality of footwear at prices normally paid for shoes of ordinary quality.

Faber's Shoe Store is composed of business men who realize their obligation to the people. They do not deviate from their policy of rendering the most accommodating service, because they know only too well that theirs is a business founded on quality all the way through. The writers of this review do not feel that they are over-estimating when they say that Faber's Shoe Store is the most metropolitan store from every point of view. The equipment including shelves and furniture will be found on the same high parallel with the balance of the store. The stock is truly metropolitan in its completeness. No effort or expense has been spared to give the people of this community a shoe shop equal to the best.

From a standpoint of quality merchandise will be found the nationally known lines of "Walk-Over" and "Freeman" shoes, that have won the approval of the American gentlemen because of the selected quality of

leather from which they are made.

It is perfectly safe to say that no business is held in higher regard than Faber's Shoe Store. The service and quality being rendered by these men is bound to meet with the approval of a discriminating public. That the public appreciates the efforts being made to give them the best obtainable at the lowest prices possible is most forcibly demonstrated by the large patronage they enjoy. That the owners are determined to enjoy continuance of this patronage is demonstrated by the expense to which they go in bringing to the people of this community the latest creations in footwear. Regularly the buyers take trips to Eastern Markets to place advance orders for the latest styles while they are still in the process of manufacture. Such is this store which is truly worthy of the patronage of the people.

It is needless to say that the men behind this store are serving the community in a most efficient manner. That they are for the people and with the people is a proved fact.

Mr. Emil Faber deserves the well merited praise for the high level to which he has elevated the shoe business in our community. He has demonstrated himself to be a public spirited individual who lends himself readily to any movement. This publication takes pleasure in better acquainting its readers with this exclusive shoe store.

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Withers' Toggery

Blue Island's Leading Men's Furnishing Shop Located at 353 Western Ave. Headquarters for Hats, Men's Furnishings and Accessories of the Highest Quality. Prices Always Most Reasonable. Complete Stock Contains Wide Assortment of Articles So Important to Every Man's Wardrobe. Salesmen on the Floor Always Courteous and Most Accommodating. Mr. J. W. Withers Enjoys a Very High Reputation in Business and Social Circles.

A man's appearance is governed more by the linen he wears than the suit he has on. If his linens are not of good quality, if they are not distinctive and different in appearance he is not well dressed.

Men's furnishings must possess three qualities. First they must be distinctive and different in color and style. Secondly they must be of good quality to stand frequent laundering and third they must be reasonable in price. Withers' furnishings do all this—and more.

In the stock of this enterprising men's shop will be found a most complete assortment of the newest patterns and designs in shirts, hose, ties, etc. Here every customer is sure to find the particular piece of apparel to his liking be that liking for plain colors, checks, stripes or bars. A wide range of qualities are carried on hand at all times to suit the convenience and taste of all classes.

Quality is a bye word in Withers'. They do not carry a single item of men's apparel that they themselves do not stand squarely behind. If a shirt or any other item is of correct pattern and does not possess quality, it will not give the service the customer has a right to expect from it. This enterprising store therefore has made it a practice long ago never to purchase anything unless it embodies these two cardinal principles, pattern plus quality.

No comment is necessary on price because this shop has for many years been noted for its reasonable prices. The management recognizes that in the final analysis men are equally as good judges of merchandise as the more fastidious sex. That they are willing to pay a reasonable price for quality—but never

a high one. On this theory the management of this establishment sells quality goods of distinctive design and pattern for unusually low prices. What is the result? Just this. They have won the confidence of their patrons. Men trade here feeling confident that if this store asks a certain price the article being purchased will be found to be worth a bit more. They in turn recommend Withers' store to friends who call and make purchases and so on. Low prices therefore have enabled this store to get a more frequent turn over than the average store of its kind, to increase its patronage and at the same time keep their stock new, fresh and up-to-date.

The men in this store are known for their courtesy to the trade. All have years of experience and know the furnishings business from A to Z.

If you are in doubt which is the correct piece of apparel to wear on any certain occasion—or if you want any particular item to render any particular service these men will willingly and gladly tell you. If your wife, mother, sister or sweetheart have occasion to visit a Gents' Furnishing Store—advise them to come here for here they will be given the most courteous services and most efficient attention possible. Their wants will be adhered to in an accommodating manner and they will be given the same consideration whether they make a purchase or only look about.

The people behind this store are recognized as progressive, public spirited individuals. They appreciate that their highest duty is to serve the people in the most efficient manner possible. They let nothing stand between them and doing just this very thing. They are to be commended on the success they have achieved and on their honest, straight forward policy of conducting their business. 33

NOTICE—READER!

Your attention is called particularly to the fact that the expense of this Community Booster Review is being stood by subscription from the enterprising business firms and professional men whose write-ups appear herein. They merit your hearty support because they have manifested their confidence in you and in our community.

The write-ups appearing, demonstrate the progress and the aggressiveness of the community and the enviable reputations of these enterprising business and professional men.

Machinery Salesman: "My firm makes the best cotton gin on the market. The cotton gin, you remember, was one of the world's greatest inventions."

Mr. Saphead: "Is that so? Well, you can send me up a dozen bottles. I'll try anything once."

The people with whom he does business and in the community itself. The editors of this publication thus take real pride in recommending Wesley A. Smith to the business people of our community and feel confident they will be pleased with the quality of merchandise supplied them by this wholesaler of candies as well as the service he renders. 237

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Wesley A. Smith Wholesale Confectioner

The Leading Firm of Wholesale Candy Distributors in Blue Island, With Offices and Headquarters Located at 240 Grove Street. This Firm Supplies Most of the Candies to the Retailers of Our Community and Surrounding Sections. Only the Highest Grades of Strictly Fresh Candies Are Handled. Efficient Service—Quality Merchandise and Reasonable Prices, Their Slogan. Mr. Wesley A. Smith, the Owner and Manager Is a Man of Wide Experience in This Business. Enjoys an Enviable Reputation for Operating His Business Over the Highest Possible Standards.

Every City, State and Nation has its heroes. Men who have accomplished big things along certain lines—men who have added more than their share to the up-building and development of the country in which they lived. Great shrines and memorials have been erected to their honor where residents and travelers alike pause to do homage to their genius. There's one here, one man to whom a memorial should be erected in every city and in every state and in every country—a man who has perhaps done more for the pleasure and happiness of all human beings from 5 to 75 than any other. THAT MAN IS THE MAN WHO FIRST INVENTED THE GREATEST JOY GIVING, PLEASURE PROVIDING COMMODITY IN ALL THIS WIDE WORLD—CANDY.

Although this greatest of all great men is not known to the people of our community, although there is no shrine or memorial erected in our midst to do him honor, his work is being carried on by Wesley A. Smith, who supplies the candy to the retailers of our community.

These local wholesale candy distributors are favorites with the retailers of our section because they handle only the very best grades of strictly fresh, pure candies. Occasionally you hear parents who warn their children against the use of too much candy because of the effects it will have on their health. Parents in this community need never worry because the candies supplied the retailers by these wholesalers is tested to insure only the very highest quality of ingredients.

The activities of these wholesalers is not confined to this community. They have a corps of traveling men who regularly visit the jobbers and retailers for miles and miles around. The efficient manner in which they conduct their business and the speedy service given orders regardless of how large or small, has won for them the approval of a steadily increasing number of patrons.

To successfully operate a wholesale candy firm is a job of no little consequence. In the first place they must know the markets. Know which brands sell best and know where to purchase to best advantage. Candy

is perishable and as such cannot be allowed to remain in stock. This also calls for shrewd business foresight and judgment because the first and most important factor to the retailer is that his stock be fresh at all times. By enjoying a large business, wholesalers get a quick turnover. This enables them to keep their stock fresh and new at all times. By buying in large quantities they get the benefit of the lowest possible prices which in turn are passed along to their trade. By being well financed they are able to send their buyers into the markets and avail themselves of special purchases that in turn mean more business and bigger profits to the retailer.

In all, Wesley A. Smith, fills a most important part in our community. A position where he serves the business men of our community and the community itself. The enviable reputation he enjoys is in a large measure the result of doing business only over the fairest and squarest lines. Mr. Wesley A. Smith, the owner and manager is a valued citizen. He believes in his business, in

John Berger Baker

The Leading Baking Company in Blue Island, With Plant and Offices Located at 238 Western Ave., That Serves the People of This and Surrounding Sections With Highest Quality Bread. Plant Is a Model in Equipment and Sanitation. Only the Purest and Most Wholesome Ingredients Are Used in Baking Berger's Bread. Each Day Tests Are Made to Insure the Uniform High Quality of This High Grade Bread. Mr. John Berger, the Owner and Manager Strives With All His Might to Give Berger Patrons the Best Quality Possible in Bread. We Recommend Mr. Berger—As Well As His Bread—to Our Readers.

A great chef when asked to what he attributed the success of his meals, once said: "to the fact that I use liberal quantities of fresh milk and good butter in the cooking and that I am most particular that the bread I serve be possessed of that rich, creamy home-made taste."

This is but a repetition of what every modern housewife knows—and but a repetition of what the men behind this enterprising firm know.

That is why they have adopted your methods—home-made methods—in their bakery. This is why they use the same fine ingredients that you yourself would choose.

Take the milk for example they use in making their bread. Milk may be pure milk—yet not make good bread. The bakers of Berger's Bread first test the milk that goes into their bread so thoroughly it would surprise the most careful housewife.

For this milk must be more than pure. It must have exactly the right amount of fatty ingredients—just the proper "sugar content"—to make the delicious loaf that is being served today on the finest tables in this community. Not simply "fine ingredients" but ingredients selected with exacting care—that is what gives Berger's Bread the finished loaf cleanliness, texture, wholesomeness and home-made flavor.

Each day when the loaves are taken from the oven an expert baker scores a loaf to make certain it has the proper weight, proper fluffiness, proper size and crust—that it has been baked sufficiently to make taste just right. This scoring method is used only in the best and most metropolitan bakeries in the country today. It is but one of the details this up and going firm use to insure complete bread satisfaction for the people in this community.

The editors of this paper suggest that you get a loaf of this bread tomorrow and put it to every known test. Smell it. Feel it. Slice it. Toast it. Serve it unannounced. If guests are present and you'll experience for the first time the happiness, health and pleasure to be had from eating Berger's Bread.

Mr. John Berger the owner and manager of this modern bakery personally manages every department of

the business. From the very outset he was determined to serve the people with only the best and his success is eloquent evidence that the public appreciates real quality. He is a public spirited business man, honest and sincere in his obligations who has a reputation for lending his support to every worthy community movement. 19

WHAT IS LIFE TO YOU?

To the joker it's a jest;
To the preacher life's a sermon,
To the miser life is money,
To the loafer life is rest.

To the lawyer life's a trial,
To the poet life's a song;
To the doctor life's a patient
That needs treatment right along.

To the soldier life's a battle,
To the teacher life's a school;
Life's a good thing to the grafter,
It's a failure to the fool.

To the man upon the engine
Life's a long and heavy grade;
It's a gamble to the gambler,
To the merchant life's a trade.

Life's a picture to the artist,
To the rascal life's a fraud;
Life perhaps is but a burden
To the man beneath the hod.

Life is lovely to the lover,
To the player life's a play;
Life may be a load of trouble
To the man upon the dray.

Life is but a long vacation
To the man who loves his work;
Life's an everlasting effort
To shun duty to the shirk.

To the heaven's best romancer
Life's a story ever new;
Life is what we try to make it—
Brother, what is life to you.

—The Gimlet.

Don't worry if your job is small,
And your rewards are few.
Remember that the mighty oak
Was once a nut like you.

Teacher: "Bobby, did you ask your father what the most famous war song is?"

"Bobby: 'Yes, Miss. He said it was 'Here Comes the Bride!'"

Alexander's Dry Goods Store

A Dry Goods Store in Blue Island, Located on Western Ave., That Is Popularly Referred to As the Dry Goods Store Where a Dollar Does It's Best. This Store Has Consistently Maintained It's Leadership By Handling Complete Stocks of High Grade Dry Goods and Curtains. Messrs. Alfred and Frederick Alexander, the Owners and Managers Are Business Men With Keen Business Foresight Which Enables Them to Offer Bargains That Are the Talk of the Town.

A dry goods store is truly an institution that enables housewives—and mothers with families to live within their incomes—and lay a little aside for a rainy day—by supplying articles of household necessity at remarkably low prices.

Alexander's Dry Goods Store is just such an institution in our community. It is a store that offers to the people of this and surrounding sections—the newest, latest and most durable merchandise at remarkably low prices. They specialize in dry goods—and have an assortment of yard goods on hand at all times to meet every requirement of our shoppers. It makes no difference if you need only a yard or two of gingham from which to make a child's dress—or if you want satin or crepe from which to tailor an evening gown—you are sure to find exactly what you want in this store at a price in keeping with what you anticipate paying. A complete stock of the season's latest patterns and designs of cloth and goods is carried at all times.

Alexander's many years of successful business has placed them in close touch with the world's largest makers which in turn enables them to offer quality merchandise equal to that offered in our largest cities and for considerable less.

In every department at Alexander's—courtesy and accommodating service is rendered every patron. No effort is spared to make the customer feel that a warm welcome awaits them here. Many years ago Mr. Alexander established his business on the foundation that "The Customer Is Always Right." This policy has never been changed, with the result that today—any information that will help the customer to save money and at the same time secure quality goods—is given freely. The clerks are experienced and know their stocks. Their buyers regularly visit the markets and are in constant touch with the mills and firms for choice merchandise to offer patrons of this establishment.

Because of the high position which the owners of this store hold in the minds of the buying public, it is to them that we naturally turn when there are great public problems to solve economically. They give us the best in their business and we turn to them for the best they have in community work. That they have led our city to the best of their ability is never questioned. They have given their best and we are the ones that have profited.

It is our suggestion that our readers make this store their headquarters for all dry goods needs.

Today more than ever, because the major portion of our population live in homes which they themselves own, a lumber company truly fills an important place among industries that supply a necessity.

A home is more than a mere shelter to protect the wife and children from the elements. A home reflects the character and personality of its owner. It reflects the ideals and refinements of the person who owns it and lives in it. In recent years greater strides have been made in home building than in any other industry. People who formerly were content to live in rent or in a home of their own, old and minus some of the modern household appliances and equipments, have been taught the wisdom of purchasing home sites

with restrictions and building on them, the love nest of their dreams.

This enterprising firm has pointed the way to many people in this community by showing them how economically they could build a home to meet their individual requirements and one that would reflect their ideals and refinements as reasonably as they could purchase one already built.

The Rohe Lumber Company supplies the best grade of lumber and interior woodwork available for modern day homes at prices that are extremely reasonable. Their facilities are such that they can meet every demand promptly and with service that will insure the utmost of speed in the completion of a home or building. If you are contemplating the erection of a home you will make no mistake in calling on them and explaining your wants to them.

The Rohe Lumber Company are favorites with local contractors and builders because these men know that their demands for lumber and interior woodwork will be met promptly with quality, service and low prices paramount.

Farmers too have come to regard this lumber company as their headquarters for lumber. In this modern day and age when farm residences equal or surpass those of their city brethren, the demands made by the farming element need the same painstaking care and attention as that of the city folks.

This concern also specializes in supplying lumber for barns, cattle sheds, poultry houses and the numerous other buildings so necessary to the present, completely equipped farm.

The Rohe Lumber Company will be glad to refer you to reputable contractors who are absolutely dependable. They will furnish free plans and supervise the construction of any type home or building. Their milling department is equipped to furnish the best grades of machine sanded interior woodwork as well as frames. The same unexcelled service is given in the milling department as that of the lumber yard.

The management is composed of men who do not stop here, however. Their activities in business circles, community affairs as well as socially, makes them of that particular type of men that are respected by all who know them. They are truly leaders among men and public spirited citizens that believe not only in the people but in the future of the community. This publication congratulates them on their straightforward business ethics. Men of their type are truly valued citizens.

Rohe Lumber Company

The Leading Lumber Company in Blue Island, Located at 401 Vermont Street, Supplies the Lumber and Interior Wood Work for Most of the Beautiful Homes in This Community. They Enjoy a Very High Reputation Throughout the Entire Section of the State and Are on Very Friendly Terms With All Contractors and Builders. Their Years of Satisfactory Service in This Line Has Made Them the Accepted Leaders in the Lumber Industry in This Community. Messrs. Paul W. Rohe, President, Elmer M. Rohe, Vice-President and C. Martin Rohe, Secretary, Never Miss an Opportunity to Render a Most Efficient Service to Their Patrons. They Are Men Who Understand Lumber Thoroughly.

Blue Island Tile Company

Located in Blue Island at 989 Western Ave., Are Considered the Leading Tile and Marble Contractors in This Section. Specialize in Hotels, Office Buildings, Financial Institutions and Tile Work for Residences. Maintain Display Rooms That Are Modernly Equipped. Samples and Specimens of Work Can Be Seen and Inspected. Advice and Estimates on Request Without Obligation. Mr. Kenneth B. Mathieson, the General Manager, Enjoys a Very High Reputation in This Community. Is a Public Spirited Business Man and a Community Booster.

Today Marble and Tile play a more important part in the present day construction of hotels, office buildings, and financial institutions, than even the brick or mortar required in making the shell.

In recent years architects have come to rely entirely on its use to create that atmosphere of security, dignity and refinement so necessary in present day construction. That their judgment is right is unquestionable, because marble, stone and tile do not deteriorate with age or use. Marble, stone and tile for bank or office buildings denote permanence, aggressiveness and beauty.

It is easily cleaned and glistens with sanitation. The same principle by all laws of right or wrong should apply to the present day construction of homes. In the Metropolitan cities today, marble and tile construction is standard for bathrooms, sun parlors, kitchens and fire places. No one feature of a home stands out so prominently and is so rigidly subjected to the scrutiny of guests as the bath. No home builder can therefore, afford to have an ill looking bathroom. The cost is small as compared to the beauty, permanence and sanitation that marble and tile even in a low priced home is a conservative investment.

The Blue Island Tile Company is an old established firm in this community. The beauty of many of our local edifices and structures can be directly traced to their skill. While they are equipped to handle the largest of jobs, they also cater to small home work. The men behind this firm and the employees, because of their years of experience, can do both equal justice.

If you are thinking of building a home by all means consult them, and determine the cost of having your bath tiled. You will find their advice reliable, their quotations reasonable and their work to give complete satisfaction. By visiting their sales rooms, you will also see samples and

specimens of the work they do—all of which is most interesting and educational. The supplies they handle are necessities in every well appointed home.

This publication goes on record as recommending this firm as being business men of sound judgment, pleasing in their personalities and sincere in their efforts and desires to render the people of this locality the best in workmanship and material.

Having kept abreast of the times they have proved themselves worthy of the continued support of the people of this locality. They are public spirited in their views and can always be depended upon to make their word good.

Wm. Roll Beverage Co.

With Modern and Sanitary Bottling Plant in Blue Island, Located at 252 Canal Street, Are Manufacturers of the Very Highest Grade Soda and Pop in All Popular Flavors. Local Plant a Model of Sanitation in Every Way. Wm. Roll Beverage Co.'s Sodas Contain Only the Purest of Ingredients. This Well Known Plant Under Federal Pure Food Supervision. Plant Open to Inspection Any Time. Mr. Wm. Roll, the Owner and Manager, Knows the Soft Drink Business As Few Men Know It. He Is An Enterprising Business Man That Immediately Becomes a Part of Every Civic Movement. His Reputation Is of the Highest.

At this particular season of the year no commercial enterprise nor any business occupies the limelight in every day affairs more than the Wm. Roll Beverage Co., because the soft drinks they make for the good people of this community are recognized as being genuine thirst quenchers for every man or woman or child in this section.

When Mr. Wm. Roll first started this business it was his earnest desire to produce an article of such high quality and of such outstanding merit that it would gain instantaneous approval. From the small beginning not so many years back this firm has grown to become a dominant factor in the business affairs of this city. Two things are responsible—first the desire and determination to make a superior article and secondly the business acumen with which that article is marketed.

Americans today are quick to recognize pure and wholesome refreshments, particularly in the nature of soft drinks. You find them on sale everywhere people meet and gather. In this community you will notice a ready preference for the products of this local firm which accounts for the success of this local company.

A visit through the plant of this enterprising firm will be a revelation to you. From the time the ingredients are mixed and added to pure sparkling carbonated water until the time the bottles leave the

capping machines, and are loaded in trucks for delivery to local dealers the beverages of this local firm are hardly touched by human hands. The sterilizing process in itself is an achievement to modern engineering skill. Each and every bottle is thoroughly washed and completely sterilized before it is re-filled and put in the store of a local dealer. All this must be done quickly and with the least possible cost because the finished product ranks today as one that has retained its price level of many years back. This local bottler and manufacturer works on the theory that it is infinitely better to have a large volume, quick turnover and small profits. It is the same theory that has made certain chain stores popular the world over.

This plant is under state supervision. It is under the supervision of the state and Federal pure food inspectors. They proudly point to this establishment as being among the best and most sanitary equipped in this section of the country.

Mr. Wm. Roll, the owner of the Wm. Roll Beverage Co. is a man of high standing in this and surrounding sections. He has established himself with a reputation for fair and square business dealings with all with whom he does business. He readily supports every worth while community movement that has as its aim and goal the betterment of the community and the people of the community. We compliment him on the success he has made of his business.

J. B. Ewing

Located at 329 Western Ave., in Blue Island, Is Headquarters for Shoes, Furnishings and Work Clothing. This Store Serves Both City People and Farmers With Work Clothing of the Highest Quality at the Lowest Possible Prices. Stock Contains a Complete Assortment of Nationally Advertised Goods. Courteous Service and Quality Merchandise at Low Prices—Their Slogan. Mr. J. B. Ewing the Manager Is a Clothing Man of Wide Experience. This Store Fills a Real Community Need and Is Indeed a Community Asset. Another Feature of the Service Rendered By This Up and Going Firm Is the Tailoring Department. As a Tailor, Mr. Ewing Takes His Hat Off to No One.

American men and American women are real judges of merchandise. They know quality by sight and know just how much a certain piece of merchandise is worth after examining it. Thus they are bargain hunters and shoppers because they are continually looking for the best values to be had for the money they have to spend.

It is no wonder therefore that the store of Mr. J. B. Ewing is headquarters for our shrewd shoppers in this section in quest of men and young men's clothing for both dress and work. Here will be found bargain upon bargain in high quality merchandise at prices that are astonishingly low.

The fact that this store enjoys a large patronage from this and surrounding sections enables them to purchase in large quantities. Purchasing in large quantities they naturally secure the lowest rock bottom prices on the goods they buy. These savings they pass along to their customers in the form of reduced prices.

One glance into their store will reveal an unusually large stock of work clothing, men's furnishings and shoes. The assortment in stock is always large, so as to make the matter of selection easy. The quality is always the best and the prices lower than those asked in other stores catering to the same class of trade.

In all an eagle eye is kept on quality at all times by the owners because on "Quality and Low Prices" this store has established its reputation for leadership in our community. The customers at this store are men from all walks of life. Men who need heavy duty clothes for every day wear during work and men who appreciate

the economy of changing to sturdier clothing when doing out of door work, work about the house or car—or while out in the wide open spaces hunting, etc. And too, once a patron has purchased here he will invariably return because the goods he purchased has given such satisfactory service that he not only comes back—but also recommends this store to his friends and patrons.

The owner and manager of this establishment is a man of wide experience in this business. He is continually in close touch with the markets in quest of choice and rare bargains. He sees that every bit of merchandise handled in his store is of the latest style, of the best quality and offered at the lowest possible price. The very fine reputation he enjoys and the large patronage the store has is eloquent proof that they are serving a genuine need in our community.

Mr. J. B. Ewing, the owner and manager is to be commended on the success he has made of his business. His store truly is proof of the fact that American men and American women are shoppers and bargain hunters. We are glad to have them with us in this big review and wish them continued success and prosperity.

John M. Hart

Druggists in Blue Island, With Modernly Equipped Drug Store, Located at 312 Western Ave., That Is Increasingly Popular With the Urban and Suburban People of This Section. Handle Complete Lines of Toilet Preparations and Cosmetics. Courteous and Accommodating Service at All Times By Men Who Are Thoroughly Experienced and Reliable. Registered Pharmacist on Duty at All Times. Mr. John M. Hart, the Owner, Holds a High Place in the Business World of Our Community. His Establishment Is Indeed a Community Asset.

In every city of consequence in the country, there are certain businesses on which the general public are unknowingly dependent, dependent not only for the necessities we all demand—but dependent in a large measure for health and happiness.

The drug store truly ranks foremost—because with the drug store the family physician would be inconvenienced for his supply of drugs he administers in emergency calls—without the DRUG STORE—he could not prescribe for the speedy recovery of his patients. No business today demands so thorough a knowledge as the filling of prescriptions—no business today calls for more accuracy or precision. One little mistake, one little slip up in the filling of a complicated prescription may cause the death of the patient rather than the recovery.

Hart's Drug Store in Blue Island truly is a drug store that is doing more than its share to maintain the progressiveness and the health of the people in this section. They are retail druggists whose stocks are complete in every detail. Physicians recommend this store to their patients because they know that here their prescriptions will be filled accurately and without delay. Customers instinctively turn to them for prescription work because they know that in addition to having their prescriptions filled properly and promptly—they will be filled at a minimum of cost.

In addition to handling a most complete line of drugs—this firm also handles sick room supplies at cut rate prices. They also make a specialty of toilet preparations and cosmetics as well as the numerous items needed in every home for any emergencies which might occur.

Hart's Drug Store is a store well and favorably known because of the courtesy accorded to every customer. The men on duty are not only experienced in their work—but they serve the people in a painstaking and accommodating manner so that everyone who enters—feels that a warm welcome awaits them.

Low prices are also a determining factor which instinctively guides people to this store. They enjoy the reputation in the community for handling quality drugs and other staple necessities—for lower prices than ordinarily are asked. The Hart Drug Store never slight quality, but because of their big business and quick turnover—do really offer better quality than most other stores in our section.

In all, the Hart Drug Store is truly headquarters for the classes and the masses in our section when it comes to drug requirements, toilet preparations and cosmetics of the highest quality and nature. Not only—because of the quality goods handled here—but because of the courteous and accommodating service dispensed as well—has this store come to be regarded as the most reliable, most progressive and most aggressive store of its kind in our section. Mr. John M. Hart, the owner is a public spirited citizen who is sparing no efforts to give the people of this community an establishment that compares in part and parcel most favorably with any found in our most metropolitan centers. We recommend them unhesitatingly to our readers and suggest they make the Hart Drug Store their headquarters for everything along the pharmaceutical lines.

Born Too Soon

It is always hard to go beyond your public. If they are satisfied with cheap performance, you will not easily arrive at better. If they know what is good, and require it, you will aspire and burn until you achieve it. But from time to time, in history, men are born a whole age too soon.

—Emmerson.

Nathan Maltz Used Furniture

A Furniture Store in Blue Island, Located at 191 Western Ave., That Deals in New and Used Furniture, Stoves and Other Articles of Household Necessities. Rare Bargains in Living Room, Dining Room and Bed Room Furniture That Still Contains Years and Years of Service. Also Make a Business of Mirror Re-Silvering. Courteous and Prompt Service and Reasonable Prices the Slogan of This Enterprising Store. Mr. Nathan Maltz, the Proprietor, Understands Furniture Thoroughly. He Knows the Different Grades of Woods and the Points of Workmanship That Mean Long Life and Service to Your Household Equipment.

Keen competition in the furniture field has been instrumental in bringing about a change in the merchandising of that industry which several years ago was unheard of. In former years people purchased furniture when they commenced house-keeping and kept it in continuous use for years and years until it was practically worn out and worthless when they discarded it and purchased new. In those days styles were a thing never heard of or mentioned. They bought furniture because it was a necessity in the household and cared little or nothing about its appearance.

Today however the story is quite different. American people have been wisely taught that home comforts and happiness are largely a matter of home equipment and home comforts. They have been taught the importance of getting new furniture every two or three years—if for no other purpose than to keep abreast of the times.

What has this done? It has opened up an entirely new business—the business of dealing in used—or second-hand furniture and stoves. And what does it mean? It means simply that today any person who has a limited income and a desire to enjoy life amid comfortable surroundings can be the possessor of a home furnished in spic and span style for very little money.

Maltz's is a store that supplies just such a need in our community. A firm operating a furniture store that has bargained upon bargain to offer the people of this section in practically new dining room, living room and bed room furniture. A visit to this big store will reveal a multitude of suites, odd pieces and chairs that have been disposed of by their original owners to make way for newer and later period designs. Many of these can hardly be told from new and all still have years and years of satisfactory service in them.

When a lot of furniture is purchased by these enterprising dealers it is immediately consigned to their re-building department where expert furniture finishers go over it from bow to stern. If necessary the suite is completely refinished before it is offered for sale. If you have been waiting to furnish that spare bed room in order to let it out and derive an income from it—it will be to your interest and advantage to call on these dealers and let them explain how reasonably you can furnish it from furniture in their store.

In all Maltz's have become successful because of their sincere desire to render a meritorious service to the people of this section. Mr. Nathan Maltz, the proprietor is a man of wide experience. He stands high in the business circles of this section because he has founded his business on the principle of fair and square treatment and reasonable prices. This publication thus takes real pleasure in making him better known to the people of this community.

NOTICE—READER!

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The write-ups appearing, demonstrate the progress and the aggressiveness of the community and the enviable reputations of these enterprising business and professional men.

"You've been lookin' bad, Willie."

"Aye, I've been in the hospital an' the doctors have taken awa ma appendix."

"These doctors'll tak' anything. It's a peety ye didna have it in your wife's name."

Holland Furnace Company

With Offices in Blue Island, Located at 421 Western Ave., Has Established a Reputation As Being Leaders As Well As Experts in the Furnace Business. "Holland Furnaces Make Warm Friends" Slogan of This Enterprising Firm. Furnaces for Every Known Purpose. Pipe and Pipeless. \$25.00 Will Install a Holland System in Your Home. Balance on Convenient Monthly Payments. Holland a Favorite With Women Because They Are Easy to Handle and Operate, Require Little Fuel and Give Complete Satisfaction. Mr. Wm. F. Haberman, Local Branch Manager Is a Man of Wide Experience in the Furnace Business. An Honest and Upright Citizen and a Community Booster.

"HOLLAND FURNACES MAKE WARM FRIENDS," is the slogan of this well known firm. And what a wealth of meaning these few simple words convey. In the hustle and bustle of daily life we Americans are prone to overlook friendship as the most precious and valuable of all our worldly possessions until we need friends and friendship.

Holland Furnaces make more than warm friends—they make warm homes. Homes to most of us are accepted as necessities. So much so in fact that little do we ever stop to think what requisites go to make up a home. We regard a home as a place that supplies the creature comforts in life. A place to come to after a strenuous day at the office, store or factory, to have our meals, and to give full vent to our feelings. To act as we please, when and how we please without regard for neighbor or friend.

A home however must be comfortable. If it lacks comfort it lacks the very ideal for which it was intended. And speaking of comfort—there is no single item in the home more important than the furnace. Without a furnace the home would be unlivable, a bleak and dreary composite of four walls covered with paint or wall paper as the owner deemed advisable.

Now then—if furnaces are the very backbone of every American home, if furnaces produce the creature comfort that we all demand in our home environment, then a furnace is truly a life's necessity none of us could be without.

This method of reasoning was what prompted Mr. Wm. F. Haberman, the branch manager of this firm to first engage himself in the furnace business. He foresaw big possibilities connected with supplying the creature comforts to the people of this community and set about to get the distribution of the best American furnace made. After a very intensive study of the furnace market he decided on the "Holland" because in the Holland he saw features that no other furnace contained. People were quick to recognize this combination of quality. They wanted their homes warm all the time. They wanted uniform heat and they wanted a furnace which required a minimum of fuel to produce this result. The logical and natural thing therefore was for them to place their orders with this local branch manager for a Holland furnace and cast aside for all time, furnace worries.

Holland furnaces are particular favorites with women. They know in the first place that the fire will require a minimum of attention.

They know too that the fire door is light in weight and easy to handle. That the fire grate responds easily and quickly to every turn of the grate handle. That Holland furnaces are easy to regulate and do not produce smoke and soot in the home. All these features have been responsible in a major degree for the success of this well known furnace in this community.

Another very important reason for

the success of this well known furnace in this community has been the service this local branch manager renders all his customers. He believes in service first, last and always. Regardless of whether he is called for a minor repair as is sometimes required—or whether he is asked to estimate a certain job—he does it without delay and with the utmost of courtesy. He truly does more than sell good furnaces—he sees to it that all Holland furnaces in his district operate properly and give that degree of satisfaction to the owner he has a right to demand of it.

Another commendable feature about Holland furnaces is that they can easily and economically be installed in almost any kind or type of home. You do not have to build a new house in order to have the comfort of a Holland furnace. Simply consult this local dealer and let him explain to you how quickly, easily and economically a Holland can be installed in your present home. And without little muss too.

If you need anything along the furnace line we suggest that you consult Mr. Haberman. He will be only too glad to talk the matter over with you without obligating you in any way. His advice can be accepted with authority because he has spent many years in studying furnaces to be able to render the people of this community the most efficient possible service. He serves the community not only in his work—but in every possible way.

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Wm. F. Henning—Florist

A Prominent Floral Concern in Blue Island, With Floral Shop Located at Vermont and Gregory Streets, Has Been Serving the People of Our Community for Many Years with the Choicest of Cut Flowers and Plants. Own and Operate Their Own Greenhouses and Raise Most of the Flowers They Sell. Mr. Wm. F. Henning, the Proprietor, Is a Florist of Wide Experience. For Choice Fresh Flowers, Both in Season and Out, We Recommend You Phone Him at Blue Island, 255.

For every person—and for any occasion—nothing quite hits the spot like flowers. The National slogan—"SAY IT WITH FLOWERS" therefore is very appropriate because most any message, be it one of congratulation, sympathy, good cheer or condolence, can be best expressed with flowers.

And when it comes to flowers, choice flowers—the floral establishment of Wm. F. Henning ranks with the best because here is a flower shop that is sure to express your message in just the right manner.

Mr. Wm. F. Henning is a floral specialist. He enjoys a high reputation for making up floral designs, corsages, baskets and wreaths in a way that makes them stand out prominently and catch the attention of all who see them. He understands the sentiments that flowers convey and has an uncanny way of so arranging flowers that they express the very message for which they are intended.

Another marked feature of their

service is the flowers they supply for decorating purposes. Every home wedding, every ball and every party depends in a large measure for its success on the floral decorations of the room or rooms. Let it be said to their credit that they have not only supplied the flowers for the decorations of many of our leading social events during the past season but have, personally done the decorating which was the cause of considerable favorable comment among those present.

Floral wreaths also come in for mention. Unexpected demands are generally made on a florist in matters of this kind because this is usually sudden and allows no preparation. The stock of cut flowers in the refrigerators of this shop is always so complete that regardless of how big or how small a wreath is to be, Henning's set about with the ease of skilled artists to make up the wreath with a stock at their command that gives them full play in their ability. The fact that they are growers and retailers enab-

les them to offer better and more efficient service than if they were dependent on outside sources for their supply.

One might be led to believe that a firm engaging themselves in so extensive a business might charge high prices. Some do—but not these florists. The large patronage they enjoy plus the efficiency and the flexibility of their organization enables them to offer better and choicer flowers for less money than other firms ask for ordinary ones.

Mr. Henning the owner and general manager of this firm, deserves no small amount of praise for the success he has made of his business. His success is the logical result of work well done and a desire to serve an appreciative public at all times in a most efficient and courteous manner. We are glad to recommend this floral establishment to our readers feeling confident that here they will receive service and flowers of the very finest quality from people who are recognized business leaders and community boosters.

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Blue Island Sanitary Dairy

With Modernly Equipped Dairy in Blue Island, Located at 555 Fairmont Ave., Fills a Most Necessary Want in Our Community. They Furnish the Well Known Brand of Blue Island Sanitary Dairy Products. Blue Island Sanitary Dairy Milk and Cream Are Known for Their High Quality. Farmers Enjoy Doing Business with This Firm Because They Are Always Known to Pay Highest Market Prices for Milk and Cream from Their Herds. Messrs. Clifford W. Meyer and Edwin F. Suhs, the Owners and Managers Are Men of Wide Experience and High Reputation in This Section. They Are Public Spirited and Community Boosters.

So commonplace, and matter of fact to us, are some of our most important necessities to the welfare of health and well being that we pass them by and accept them without a second thought. For example there is the bread we eat, the water we drink and so many other articles which go to make up our every day existence. We give little or no thought whatever to the supplying of them—yet if we were ever to be deprived of them we could hardly get along.

Of most vital importance in the list of all these necessary items to our daily health and happiness are the "Dairy Products." Especially milk, pure milk—health invigorating milk. To supply a community such as ours with this all important necessity is truly rendering both the community and the people in the community a real worth while service.

The Blue Island Sanitary Dairy makes a business of supplying this

all important necessity, and they do it well. The men behind this firm are dairy, milk, cream and other dairy product experts. When it comes to dairy products they take off their hats to no one, because they've spent practically a life time in learning all the details connected with the business. They consider it their first duty to their fellow men and to the community in which they live and serve to supply a product of such unquestioned merit and of such high quality to the people of this section.

The Blue Island Sanitary Dairy products are pure. Absolutely pure. One of the greatest scientific inventions of modern times is the method of pasteurization of milk. This pasteurization process consists in bringing the milk up to 142 degrees, where it is held for one-half hour to destroy every possible harmful bacteria. Only after every bottle of milk which they deliver passes through this process is it placed on a truck and de-

livered to this firm's patrons.

To insure this complete satisfaction to every patron has been no small or inexpensive task. A trip through their modernly equipped plant will reveal machinery of the newest, latest and most improved type. Machinery that is not only expensive but machinery which is kept spotlessly clean and immaculate at all times.

The owners and managers of this dairy are men who are known for their honest and sincere desire to render the very best possible service to their patrons. They are dairy men—men that have spent years in learning all the details connected with this all important business. They consider it their duty to serve their patrons with a quality of milk, cream and other dairy products that is not only pure, healthful and invigorating, but that will make all their customers enthusiastic and loud in their praise for the noteworthy manner in which this local firm serves them.

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Nagel & Stolz

This Community's Largest Coal Dealers, Operating Yards at Midlothian and Blue Island. The Fair and Square Methods on Which This Firm Conducts Their Business Has Won for Them a Host of Friends and Patrons in This Section. Carry Enormous Supplies of All Popular Brands and Grades of Coal Always to Meet the Needs of the Public. Messrs. Louis Nagel and Albert Stolz Have Been Successful in Building Their Business to Its Present Size Only Because of the Unceasing Efforts of the Men Behind the Firm to Give the People of This Community the Best That's in Them at All Times.

Have you ever stopped to consider the responsibility that rests on the shoulders of the modern, present-day coal dealer? Most of us folks regard a firm engaged in the coal business as an essential to our physical comfort and well being, little realizing the degree to which he serves us in supplying this all essential necessity. We subconsciously grab hold of the phone—call him, place our order—and that ends it. We repeat the same procedure year after year and our only reason for so doing is because we feel that our wants have been supplied in an efficient manner with a quality of coal that gave us our desired service.

Behind the curtain there's a different story. A story that can easily be made to occupy pages and pages of most interesting reading. To begin with—a coal dealer must necessarily be a public servant—ready at all hours of the night and day to answer the needs of a buying public that are

usually very discriminating in their wants. To be successful in the coal business demands a thorough knowledge of the different qualities of coal—because the different qualities and kinds of coal demands different uses. He must also know the trend of the market and govern his purchases accordingly. He must possess a keen judgment as to when to lay in his supply and when not to buy. He must be on friendly terms with the different firms mining the different varieties and qualities. His truly is a business where long experience and shrewd business judgment play a most important role.

Messrs. Nagel & Stolz are just such dealers. They are more than that—they are community servants—as men engaged in this sort of business should be. The men behind this firm know coal values, they know the different varieties that are mined in different sections. They are continually on the alert for the best buys so that they can continue to serve their patrons in that same painstaking and courteous manner which has marked their success in the past.

If you have not yet placed your order for your winter's supply—by all means call on them and have them explain to you why it is to your advantage to come to a favorable decision without delay. Their advice gained from many years of experience in this business will be beneficial to you in more ways than one—and is yours free for the asking. You will find them to be unquestioned authorities on all that pertains to coal and the proper heating of your home, building or office structure.

The writers of this review take real pride and pleasure in making Nagel & Stolz better known to our people. To Messrs. Louis Nagel and Albert Stolz belongs the credit, the praise for making this business the success it is today. This truly is eloquent proof that he who serves to the best of his ability is bound to be successful.

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Blue Island Radiator and Fender Shop

Maintains a Modernly Equipped Welding Shop, Located in Blue Island at 511 Western Ave. Operates on a Large Scale and on a Policy Covered By a Guarantee of Complete Satisfaction in Every Transaction. Enjoys a Very Substantial Business From Auto Owners and Auto Repairmen. Specializes in Large Factory and Heavy Machinery Welding. Maintains Portable Apparatus Which Eliminates Necessity of Taking Down Large Equipment in Factories. Mr. Paul A. Hildebrand, the Owner and General Manager Is a Welder With a High Reputation in This and Surrounding Sections. Before Discarding Any Valuable Machine Part Consult Him for His Advice on Having It Welded. First Class Radiator Repairing Is Another Specialty of This Enterprising Establishment.

It is safe to say that millions of dollars are saved annually that without welding would be spent in purchasing parts and new equipment. "Have It Welded" is a phrase on the tongues of most every shop superintendent, millwright, garage owner, wrecker and autoist.

Mr. Hildebrand is a welder that specializes in the welding of metal. Practically all machinery is made of metal and since metal breaks there is a genuine demand in this community for a firm that has the knowledge gained from experience and the equipment to successfully weld broken pieces of metal. Mr. Hildebrand understands welding from beginning to end. He has successfully welded countless articles ranging all the way from a small delicate part of an auto to the giant units in some of our power plants in this community. His reputation for producing a quality of work that is unsurpassable has made him the leading welder in this and surrounding sections.

Aside from the tremendous expense incurred in replacing industrial equipment and machinery parts

that is now saved thanks to the scientific invention—welding, there enters into the problem also the service of the unit broken. In the major portion of cases the securing of new parts mean the writing to far away manufacturers, perhaps the special construction of the part or parts needed, and the usual time lost in shipping. By having the unit welded and mended together by this enterprising welder a minimum of time is lost. Mr. Hildebrand will call and examine any article to be welded. If you instruct him, he will bring with him a portable welding apparatus so that the job can be done right in your plant, and the machine put back in running order again with the least inconvenience and loss of time.

With the advent of the automobile and its rapid rise to favor, welding has become valuable in this field also. An axle, drive shaft or a steering gear may snap or break. In the great percentage of instances welding will serve equally as well as a new part. And the cost is infinitely less. You may have the misfortune of being in an accident and getting

your fenders dented or broken. Mr. Hildebrand is equipped to straighten the dents and do any welding work necessary to make the fenders as serviceable and with the application of a coat of paint, restore them to their original appearance. Garage men, auto mechanics, auto body shops and the motoring public have been quick to recognize this economical and efficient means of reducing motor cost repair. They know the value of welding particularly when done by this up-to-date shop.

Welding is by no means a simple process. The successful welder must possess the same amount of skill as the person who originally cast the metal. He must know the particular treatment certain metals require. Few people realize the value of welding to an industrial center such as ours.

Mr. Hildebrand is an industrial and a community servant. He stands ready like the professional man at any hour of the day or night to heed the beckon call of firms whose operation are necessary to community welfare. Truly such service as this is worthy of real credit. Mr. Hildebrand is a member of that class of business men that are the bulwark of community industry. He truly serves the community every hour of the day and night.

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E. B. Bronson & Co.

Official Representatives in Blue Island for the World Famous Line of Chrysler Motor Cars. Sales Rooms and Garage Located at 424 Western Ave. For Comfort, Roadability, Economy of Operation, Beauty of Body Design and Long Life—Chrysler Offers Distinct Advantages Not to Be Found in Any Other Motor Car. In the Great New "62" Landau Sedan Just Announced By Chrysler Are Saddle-Spring Seats, Arm Rests, Ash Trays, Vanity Cases and Other Refinements Catering to Comfort. The Price Is \$1,295. See It—Test It—Price It—and You'll Buy It. Service Garage With Completely Stocked Parts Department in Connection. Spells Satisfaction for Blue Island "CHRYSLER" Owners and Drivers. Mr. E. B. Bronson, the Proprietor, Is an Up and Coming Business Man Who Knows Real Motor Car Values. That's Why He Handles the Chrysler. We Recommend the Cars He Handles and the Service He Dispenses.

When Walter P. Chrysler set out in 1924 to give the American motoring public an automobile—his aim—his goal—was to give them the finest, the best, the most value to be found in any motor car in the world.

From the twenty-seventh place in the industry in 1924, Walter P. Chrysler and his organization of skilled engineers have consistently forged themselves ahead until today, after the span of only three short years, Chrysler ranks fourth. This is beyond any question a doubt the most significant record in motor car history. When public opinion takes hold of a product like the Chrysler and in three years lifts it over the heads of 23 other long established cars—the significance of the act is almost too plain to require an explanation. It can only mean that people have found in Chrysler qualities and values they could not and did not find elsewhere.

The Chrysler "70" entered a seemingly crowded market three years ago and swept its way into unanimous acceptance as a long lived quality product. A reputation that ordinarily takes years and years to acquire was achieved by the Chrysler "70" overnight. Today it stands intact as the leading automobile in its class.

The great new "62" replacing the old model "60" is now on display in the sales room of these local dealers. Powered, as its number indicates, to deliver a speed of sixty-two and more miles an hour, the new car is declared by its producers to embody all the familiar dash of appearance and smoothness of performance associated with the Chrysler name, combined with even brisker acceleration and instant obedience in both high and low gears.

Traditional Chrysler beauty and charm are accentuated in its lower, more sweeping stream lines, advance intimations indicate, as well as in the longer bodies, drum type head lamps of the latest style, and small road wheels. Roofs of closed cars curve downward in the rear, the roof line being followed in the window design. Saddle spring cushions, such as are found in cars of much higher price, with fine figured mohair upholstery in closed and leather in open bodies, add to the comfort and artistry of equipment.

The Chrysler Imperial "80" is the fruit of a conviction that the last word had not yet been spoken in fine motor car manufacture. It has wrested from the old elements of power and speed a new performance. Its six cylinders, its 92 horsepower motor capable of producing 80 miles an hour easily, and more, its enduring quality and beauty are merely indexes of riding and driving results that are and will remain in a class all to themselves in motoring.

The Chrysler "50" is the finest of fours, Capable of making 50 miles and more per hour, 25 miles to the gallon, typical of Chrysler beauty and comfort, it is a value that is bound to win the well merited support and approval of an appreciative public.

In the sales rooms of this automobile firm will be found a complete line of Chrysler cars. Here you are sure to find the very motor car to suit your requirements at a price you can conveniently pay. Any of the salesmen on the floor will most willingly demonstrate a Chrysler to your satisfaction and explain the points of superiority that have made them supreme in their respective classes.

Mr. E. B. Bronson, the owner and general manager of this firm is indeed to be complimented on his foresight and automotive wisdom in having selected the Chrysler in this section. With a line of this kind on which to build a foundation of success he is assured of making every customer an enthusiastic booster for the

motor cars he sells. His reputation speaks well not only for his ability, but for his interest in the community and the people that go to make up the community. He is a leader, business man, over which the community might well feel proud.

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Politics and Railroads

What is more idle than to assume that inexorable economic laws can be regulated by man-made legislation? We often hear it said, and soundly, that the railroads should keep out of politics. It is equally sound to say, keep politics out of the railroads. If the latter is done there will be no excuse for the former. In saying this I distinguish between politics and statesmanship.—Edgar E. Clark.

According to the U. S. Treasury the country has 11,000 millionaires and one billionaire.

Information Wanted

A lady phoned the water office relative to hours for watering the lawn.

The Rohrbach Co.

The Shop Distinctive in Blue Island, Is Located at 261 Western Ave. It Offers to the Men and Young Men in Our Community the Highest Grades of Clothing, Furnishings and Shoes. The Newest and Latest Creations in Hart Schaffner & Marx Suits and Top Coats As Well As the Largest Selection of Men's Shoes in Blue Island. Here the Nationally Known Lines of Florsheim Shoes Are Featured. Furnishings Department Contains Most Complete Stock of High Grade Furnishings Made By Nationally Known Makers of Quality Merchandise. Complete Satisfaction In Every Transaction or Money Cheerfully Refunded—Their Slogan. Messrs. Ernest Luscombe, President, Henry Snyder, Secretary and Charles Farren, Treasurer, Are Men of Wide Experience in the Clothing Business. We Recommend That You Visit Their Store for Your Fall Suit and Top Coat.

When this business was begun the owners had but one ambition—and that was to give the people of this community the very greatest clothing and furnishing values to be found. Having considerable experience they knew that men appreciate real values, style and comfort in their clothes. They therefore selected the nationally known line of Hart Schaffner & Marx Clothes, because in them they felt confident that they could offer their friends and patrons the very best both from a standpoint of style as well as workmanship, fit and comfort. That their judgment was right is best proved by the large number of men in this community who insist on Hart Schaffner & Marx Clothes. This too is one of the reasons why, in a comparatively short number of years the Rohrbach Company have come to be the leading men's store

in this community. The men on the floor in this store are experienced in their business. They are really tailors—they know cloth, know tailoring and know how a suit should fit. Incidentally they see that every garment that leaves this store reflects credit and good judgment both on the store and the wearer of the clothes. These salesmen will most gladly offer any suggestions you may want to enable you to pick a suit that will fill the requirements to which it will be placed. Another distinctive feature of the service which this store renders is in their Furnishings Department. Here men will find the latest and newest in accessories such as shirts, underwear, hose, ties, kerchiefs and the dozen and one other items so necessary to everyone's wardrobe. The big volume of business which they enjoy in their furnishings department enables them to get a quick turnover.

A quick turnover again means low prices and a stock that is fresh and new at all times. Truly this store carries lines equal to those carried in our most metropolitan stores and renders the men of this community a very commendable service. The men behind this firm have all had years of experience in the clothing and furnishing business. They know clothing from A to Z and see to it that there is always a wide assortment in their stock to please the most fastidious at prices in keeping with what men want to pay. They are leaders among men. Men that own and operate a store that is indeed an asset to this community. This publication goes on record as endorsing the Rohrbach Company, the lines of clothing, hats and furnishings they handle as well as the men behind this establishment. We wish them continued success. 39

Blue Island Garage

Located in Blue Island at 516-522 Western Ave., Is the Official Sales and Service for the Internationally Known Lines of Firestone Tires, Studebaker Automobiles and U. S. L. Batteries. Specialize in Charging and Overhauling All Makes of Batteries. Are Equipped to Handle Any Size Repair Job on Delco Light Systems. Messrs. L. D. Johnson and E. J. Biedenkopf, the Owners and Managers Are to Be Commended on the Completeness of the Service They Render Their Patrons. They Are Men of Wide Experience in the Battery and Automotive Fields and Are Considered Experts in Their Lines.

Storage batteries propel ships and submarines. They propel airplanes and supply light in trains and farm houses. Storage Batteries carry your voice over the telephone and produce current for your radio. But of more importance than all these duties which a storage battery performs—is the starting, lighting and ignition in automobiles which is made possible thru the use of a storage battery.

In recent years rapid strides have been made in the electrical engineering world to produce a storage battery of unquestioned merit. One that would continue to serve over a long period of time and render uniformly high grade service. Prominent among the storage battery manufacturers of international repute are makers of U. S. L. Batteries—the battery for every use and purpose.

The Blue Island Garage is the authorized sales and service dealer

for these well known batteries in this section. In this establishment will be found a complete assortment of the latest sizes and types of U. S. L. Batteries, ranging from the small sizes for radio use to the larger sizes for use in motor cars and trucks.

This is also the authorized service station for these well known batteries. Here motorists of this community are assured of getting that particular brand of service on all starting lighting and ignition troubles that will permit them to get the maximum of pleasure and luxury from their motor cars.

This official recognition which the makers of U. S. L. Batteries have bestowed on this firm has been well earned. The owners are men who have devoted many years to the study of storage batteries—men that, by their experience are in a position to serve their patrons in a most efficient manner with a brand of service that

will make them loud in their praise for the manner in which they serve them. This publication recommends U. S. L. Batteries to its readers as well as Messrs. L. D. Johnson and E. J. Biedenkopf, who we know will make every effort to justify the confidence placed in them by every person who calls on them for service.

The owners of this firm are truly rendering the motorists of this section a most complete service. One that would warrant the continued support of an appreciative public. But they do more than that. They serve both the people and the community both in business as well as out of it. They are of that particular type that leaves no stone unturned to make our city a better city, our people happier and more contented, our business more enterprising and aggressive. They are leaders. Men operating a place of business that is indeed an asset to the community. 191

Blue Island Cab Co.

The Leading Taxicab Firm in Blue Island, With Headquarters Located at 323 Western Ave. Render a 24-Hour Taxi Service to the People of This Community. Cabs for Either Business or Pleasure Use. Cabs All New and of the Latest and Most Improved Types. Cabs Always Clean. Drivers Courteous and Careful. All Passengers Insured. The Blue Island Cab Co. Truly Spares No Effort to Give Our People the Very Best Service Possible. Mr. Herman Habich, the Proprietor, Truly Operates His Business Over Metropolitan Standards. We Recommend You Phone Blue Island 250 for First Class, High Grade Taxi Service. You'll Never Regret It If You Do So.

The fact cannot be questioned that we Americans are an efficient nation. We work, we play, we eat and we sleep according to a certain schedule—and we follow that schedule very, very close. Present day efficiency and present day competition demands of us a systematic method of living so that we always feel physically fit to meet the emergencies of business or professional life.

As an efficient nation we have come to rely for our efficiency on certain accepted conveniences. Among those—and perhaps among the foremost is our method of transportation for business, professional and social engagements. The Blue Island Cab Co. makes a business of helping us maintain our efficiency by getting us to our desired point of destination on time. They therefore are rendering to the people of this community a service of paramount importance in our daily lives.

This firm is known far and wide for three things. The quality of the service they render, the cleanliness of their cabs and for their low rates. They maintain a 24 hour service and stand in readiness with a fleet of cabs ready and eager to serve their patrons. No hour of the night finds them asleep—no inclement weather holds any terror for them. They go any time, anywhere. Their cabs are driven by men highly skilled and with many years of experience. They employ no driver until he has carefully passed a most exacting test to determine his fitness to drive a

"Blue Island" Cab. Their cabs are noted for their cleanliness. Several times each day every cab is fumigated and aired so that every passenger who avails himself or herself of their service does so in a cab that is above all clean and sanitary. Their rates are remarkably low. Lower in fact than those asked by other firms. This condition is made possible only because of the large volume of business which they do. By keeping their cabs in constant use they have been able to materially reduce their overhead which has been passed along to patrons in the form of reduced rates.

This firm is in popular favor with women patrons who wish to get to afternoon bridge parties, luncheons, theatre or beauty parlor appointments on time. They like the courteous manner in which the drivers serve them. It has often been said that Blue Island Cab Co. drivers know their places and are true gentlemen in every sense of the word. This community is indeed fortunate to have serving it—a taxicab firm so efficient in their service, so reasonable in their rates, so accommodating in their every effort to render the very highest possible brand of service.

No small amount of credit for the success of this local firm is due Mr. Herman Habich, the enterprising owner and manager. He is truly a public servant. He serves the people of the community in a most efficient manner—and in so doing serves the community itself. This publication

takes great pleasure in recommending Mr. Herman Habich and his firm to its good readers when they may be in need of service which this firm has to offer. 170

CONCENTRATION

In one of the laboratories of Washington they have a great sun glass that measures three feet across. It is like the burning glass we used to treasure when we were boys, only much larger. This great glass gathers the rays of the sun that strike its flat surface and focuses them on a single point in a space a few feet below. That single spot is hotter than a blow torch. It will melt through steel plate as easily as a red-hot needle burns through paper.

This terrible heat—it cannot be measured for it melts all instruments—is just three feet of ordinary sunshine, concentrated on a single point. Scattered, these rays are hardly felt—perhaps just pleasantly warm; concentrated, they melt adamant.

The same principle applies to human endeavor. Scattered, a man's energies do not amount to much; once they are all focused on the task in hand, seemingly tremendous difficulties, like snow on a hot stove, are overcome.

Get the habit of concentrating when you start to do a thing—throw on all the steam you have and focus everything on the task in hand. Remember that three feet of ordinary sunshine concentrated will burn through anything.—Making Paper.

Spencer & Spencer Chiropractors

With Offices in Blue Island, Located at 328 Western Ave., Are Daily Doing Much to Relieve the Suffering of the People in This Section. They Enjoy An Enviably Reputation for the Very Thorough Manner in Which They Analyze Every Case Which They Treat. Examinations Are Most Thorough. Results Are Usually Prompt and Certain. Drs. Elmer L. and Neva J. Spencer Are Professional People of Wide Experience and High Reputation. They Have the Welfare of the People at Heart and Strive to Serve Them to the Very Best of Their Ability at All Times.

No profession has made greater and more rapid strides in recent years than that of the Chiropractor. His efforts and results are being recognized by more and more people each day as is best evidenced by the steadily increasing number of people who are turning to Chiropractic as a means of alleviating their suffering and illness.

The brilliant success of Chiropractic lay in the fact that Chiropractic goes to the root, the cause of the trouble and then takes immediate steps to remedy the cause. If the recuperative powers have not been weakened by long illness the results are generally prompt and certain.

Doctors Spencer & Spencer are Chiropractors of long experience. If your health has not been of the best, you owe it to yourself to go to their offices and let them show you exactly

how Chiropractic adjustments will remove this existing cause.

Bodily ailments are a result of either a violation of nature's laws of on account of some sort of interference with nature's way of keeping the body in good health. The very construction of the human body is such that it is impossible for disease to creep in without cause. The nerve system is so constructed that it leads to and conveys life to every distant and remote part of the body. If there is the slightest interference with this delicate nerve system complications are bound to set in which will cause suffering and illness. Doctors Spencer & Spencer adjust this interference which naturally removes the cause, thus restoring normal conditions and permitting nature to take its natural course to heal. They do not treat symptoms because so long as the cause

exists treating symptoms will only prolong the patient's sickness and suffering.

Another thing with which you will be very favorably impressed in Doctors Spencer & Spencer's methods is that they go much farther in physical examinations than prescribed by Chiropractic. Their examinations are most thorough and far reaching in their effects.

We recommend them most highly and suggest that you call on them if you feel run down and are suffering from lack of strength with which to perform your daily tasks. You will find them to be people who have spent much time in developing methods of adjustment that are practically painless. A trial will convince you. Each and every case is carefully analyzed and personal, careful attention rendered. 1

Peter W. Heintz Real Estate

A Realtor Whose Slogan Is "Conscientious Service" With Offices Located in Blue Island at 247 Western Ave. Has Shown the Way to Home Ownership to Many People in This Section. Serves Both Urban and Suburban Residents. Mr. Peter W. Heintz Has Made a Very Intensive Study of Local Conditions and Property Values. He Stands Ready to Serve Our Readers Without Obligation. We Recommend That You Phone Him at Blue Island 600 for Advice.

Americans as a Nation are divided into two classes: those who own their own homes—and those that wish they did. This enterprising Realtor benefits the latter mostly because by his efforts he points the way to that sense of security and pride that only owning your own home can produce.

With the advent of Building and Loan Associations and Savings Banks any man of average earning capacity can own his own home. Owning your own home is an obligation you owe to the kiddies. It isn't fair not to let them have a playground of their own, a backyard that is theirs.

And it's an obligation you owe the wife. It is asking too much to expect her to spend her life in tidying a home that never can be her own. She will get far more satisfaction out of life, be infinitely happier, and remain young longer if she knows her efforts are being spent in beautifying a home that is hers.

To people who have the ambition to own their own homes Mr. Peter W. Heintz can be of invaluable assistance.

In the first place he knows home values as few men in this community know them. He knows which type and price of home would suit your individual requirements—and how to bring this life time's realization to your very doorstep. He is on friendly terms with local financial institutions. He can help you in arranging a loan so that you can buy your home on very much the same principle as you now pay rent. We urge our readers that are now living in rent, slaves to a landlord—to see him at their earliest possible convenience. He will most willingly advise you without obligating you in any way.

It would seem that this very important service would be sufficient to make any man a public servant. Not so with Mr. Heintz. He goes even further than that. He also serves the public who own their own homes—but who, for some reasons wish to dispose of it and get another. His service is bringing buyer and seller together. Many people dislike soliciting a prospect to whom to sell their homes—and it is to Mr. Heintz that people of this sort go. His ser-

vice to them is no less complete than to the element who are now living in rent. The large number of listings he now has is ample proof of the confidence the people of this community place in him. If you wish to dispose of the home in which you are now living—and get a larger, a newer or a better one, you will make no mistake in talking the matter over with Mr. Heintz. You will find in him the sterling qualities of an honest, upright business man whose very life is devoted to serving the public in a conscientious manner.

In his particular line of business Mr. Heintz stands out as a leader among men. Because he knows that he enjoys the confidence of the public he serves. He serves them at all times both in business and out of it. We recommend Mr. Heintz to our readers as a Realtor in whom they can place implicit confidence. His record for fair and square dealing is testimony of his integrity and of his sincere desire to render the most efficient service possible. He is a public spirited individual in whom the community has just cause to be proud. 43

Ahnell & Lund

A Shop in Blue Island, Located at 471 Western Ave., That Renders a Real Service to the Urban and Suburban People of Our Community. They Specialize in Cabinet Making, Furniture Repairing and Refinishing, and General Repairing of All Kinds. Quick and Efficient Service By Capable and Efficient Workmen at Most Reasonable Prices—Their Slogan. Phone Them for High Class Guaranteed Work. Messrs. Chas. H. Ahnell and Albert L. Lund the Proprietors Are Cabinet Makers and Furniture Refinishers from the Old School. They Enjoy a High Reputation and Are Authorities in Their Line.

A good looking home is the pride of every woman's heart. She longs for the day when she will have a home of her own in which to invite and entertain her friends. A home of her own in which to work about and to carry out her ideas and ideals.

In the major portion of cases the realization of this dream crystallizes after many years of married life, perhaps even after children have been reared through babyhood. Naturally therefore the furniture that was purchased when house-keeping was commenced is commencing to show the effects of use and does not harmonize with the surroundings of a new, modern, up-to-date home.

Right here is where an expert furniture re-builder and refinisher steps to the fore with a service that only eliminates the necessity of investing a large sum of money in new furniture, but who, by his skill is able to refinish the old furniture in a way that makes it harmonize with a general scheme of affairs in the new home.

This shop is operated by men who do this very thing and who do it well. They are capable of making any repairs on furniture of any kind. They are capable of removing the scratched or marred surface from a suite of furniture and sand the wood so as to restore its beauty. They then proceed with the skill of artists to finish the piece in a way that makes it look more attractive and more beautiful than the day it first left the factory.

To be an expert furniture refinisher and re-builder is not a trade—it is a profession. An expert furniture refinisher and re-builder must know wood of all kinds and qualities. For example he must know what treatment to give a piece if it is solid or

only veneer. He must know the different finishes and the stains and varnishes to apply to each. All of this calls for long experience on the part of the men of the firm because in no small number of cases the work entrusted to their care are priceless heirlooms that have been handed down from generation to generation and prized most highly by their owners.

In addition to furniture rebuilding and repairing this firm also does considerable of refinishing on pieces of antique.

This establishment is founded on three well known principles: SERVICE, COURTESY, PRICE. Messrs. Chas. H. Ahnell and Albert L. Lund, belong to that class of enterprising business men who consider it their duty to their community to serve the people to the very best of their ability both in business and out of business. They are public spirited citizens and business men that well merit the support of the people. We recommend them and recommend that you call them when in need of service such as they have to offer. 268

Husband (loaded with luggage, at railway station): "I wish we'd brought the piano, dear."

Wife: "Don't try to be funny, George!"

Husband: "But I left the tickets on the piano!"

Sweet or Sour

Drunk: "Say, ish my name Heinz?"

Friend: "No."

Drunk: "Well, it oughter be 'cause I'm pickled."

AT ANY TIME

Why did those old Egyptian kings Build pyramids and other things? Why did they proudly carve and paint An obelisk with figures quaint?

Why did some Roman monarch raise A circus in those good old days, Or keep a poet under hire To sound a complimenting lyre?

Why did old Caesar late at night Sit up describing every fight, Or Alexander make a bluff And say "The world's not big enough?"

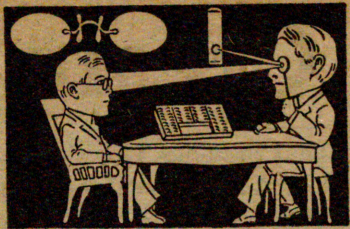
To us who view the modern game, And see how wealth is wrung from fame,

The answer need not cause surprise— It always pays to advertise!

NOTICE—READER!

Your attention is called particularly to the fact that the expense of this Community Booster Review is being stood by subscriptions from the enterprising business firms and professional men whose write-ups appear herein. They merit your hearty support because they have manifested their confidence in you and in our community.

The write-ups appearing, demonstrate the progress and the aggressiveness of the community and the enviable reputation of these enterprising business and professional men.



Dr. Lee Marks, Opt. D.

An Optometrist Eye Specialist in Blue Island, With Modernly Equipped Office Located at 297 Western Ave., Whose Long Experience and Wide Knowledge Makes Him a Specialist in Eye Troubles. If You Are Bothered in Any Way With Your Eyes—By All Means Consult This Optometrist. A Large Patronage Speaks for His Ability As Well As for the High Quality of the Service He Renders. Dr. Lee Marks, Opt. D. Is a Professional Man of Wide Experience and High Reputation. We Recommend You Phone Him at Blue Island 222 for Appointment.

The most serious handicap in the life of any person is defective vision. Because on the eyes depend more responsibility for our progress in life than on any other faculty we possess.

The very fact that they are of such extreme importance and are so delicate in nature, makes it imperative first of all that we give them the very best of attention and secondly that we consult only the most skilled specialist when they need attention.

Eye troubles in some instances are hereditary. In other cases they follow in the wake of abuse with too strenuous demands made on them. In either event if you are troubled in any way with a defective vision you owe it to yourself to consult a specialist before the trouble becomes more acute. Dr. Lee Marks, Opt. D., is an eye specialist of wide experience. Many people in this and surrounding territory will vouch for the fact that by the prescription of properly fitted glasses this doctor has enabled them to get more real joy and satisfaction from life than they found before visiting him. Dr. Lee Marks, Opt. D., is far above the average of optometrists. He has made a very intensive study of his business and by applying his knowledge in every day practice has established a reputation for leadership in this profession.

A distinctive feature of his service is the stock of frames which he carries on hand. In this assortment you are bound to find just the right sort

of frames that will enhance the appearance, feel comfortable and render an efficient service. The prices are most reasonable and this phase of his work will stand the most rigid tests the same as his examinations.

Dr. Marks, Opt. D. makes a specialty of catering to the wants and needs of children. Parents today more than ever are keenly sensitive of their responsibility in giving their children every possible advantage to make a success in life. It is impossible to do this if they have imperfect or defective vision. In catering to the wants of the children therefore this enterprising specialist is truly rendering the community a double service. If you are inclined to think that the vision of your children is not as it should be, do not delay, but have their eyes examined as quickly as you possibly can. Immediate attention to this all important faculty may save a great deal of trouble to the child in later years.

Dr. Lee Marks Opt. D. is a conscientious, painstaking servant of the community. The high quality of the service he renders, linked with dependable merchandise he handles, has served to establish beyond question the preference of his glasses.

Dr. Lee Marks, Opt. D. is to be commended on his efforts to serve the public of this community in a most efficient manner. He is an indispensable asset and a man whose reputation for conscientious service is won for him a host of admirers and patrons. 115

Eugene Garrett Electrical Contractor

An Electrical Engineer in Blue Island With Store and Headquarters Located at 252 New Street, That Has Been Serving the People of Our Community for the Past 32 Years. He and the Men in His Organization Are Experts in Electrical Wiring of Homes, Municipal Buildings, Stores, Shops, Factories, Schools, Etc. Also Maintain a Complete Supply Department. Mr. Eugene Garrett Is a Man of Wide Experience in This Business. He Is a Valued Citizen and a Community Booster.

A simple turn of a switch, a touch of a button and instantly the room is flooded with light so bright and cheerful as to rival the rays of the sun itself. Electricity is truly the outstanding convenience of the present day. Though we may not know what electricity is, we have already come to regard it as an indispensable factor in our present mode and manner of living.

Few of us stop to realize the multitude of small wires that go to make up the electrical system of a present day modernly equipped home. Nor do we appreciate even in a lesser degree the expert knowledge required to install this wiring so that by the simple turn of a switch or the pressing of a button from total darkness a room is immediately transformed as bright as day.

Mr. Eugene Garrett is an electrical contractor who makes a business of installing the electrical wiring in homes and other buildings. It may justly be said to his credit that the beautiful lighting effects in many of the most beautiful residences in this community are the result of his efforts to make these homes more cheerful and inviting to their owners and occupants.

Mr. Eugene Garrett is an expert in his line. He has surrounded himself with men that are also skilled in this most exacting and delicate

work. Few businesses are there that require the intensive study and thorough knowledge of the electrical contracting business. One little mistake may cause a fire hazard that may eventually result in a disaster. For this reason every job is in charge of a man who knows the work from A. to Z. Every job when completed is inspected to make sure that no little detail has been overlooked. Then follows the official inspection by city or state building authorities thus making the work done by this firm doubly safe.

Although this firm makes a business of wiring both old and new homes—their activities reach much farther. They specialize in electrical contracting on municipal buildings, stores, shops, factories, office buildings, etc. No job is too large—nor any too small for them to execute in a prompt, efficient and courteous manner.

In the supply department will be found the multitude of electrical supplies in every day demand in every home and building in the city.

Mr. Garrett is a man of sterling character. He accepts the responsibility placed upon him by his customers as his obligations to the community. His sincerity and integrity is most forcefully demonstrated by the enthusiastic manner in which he readily supports every worthwhile community movement. 84

J. W. Cobb—Signs

Of Blue Island, Located at 564 Elm Street, Are Equipped and Prepared to Sign Anything. Mr. Cobb Is a Commercial Artist Who Thoroughly Understands Outdoor Advertising. "Cobb" Signs Catch the Eye and Drive the Message Home in a Way That Really Brings Results. Mr. J. W. Cobb Is an Advertising Man of Wide Experience. His Firm Renders an Invaluable Service to Our Community.

In the olden days manufacturers and store owners depended solely on the word of mouth for advertising the quality of their products to the user. In those days overhead was not so high, competition not so keen and business in general not conducted on such a large scale.

Today these same merchants have adopted more aggressive methods of extolling the merits of their products. Advertising in present day business is the rule of the day and the trend of merchandising. There are different kinds of advertising; newspaper, magazine direct mail etc. The most effective kind however is "Sign Advertising".

"Sign Advertising" is conceded to be the most effective method for

Fielder-Mohr Motor Company Dodge Bros. Motor Cars

In Blue Island With Headquarters and Sales Rooms Located at 55-57-59 Western Avenue, Are the Official Sales and Service for the Famous Line of Dodge Bros. Motor Cars and Graham Brothers Trucks. In Harmony With the Trend Towards Lower and More Graceful Body Lines, the New 1928 Dodge Four Is More Attractive Than Ever. Equipped With a Standard Gear Shift—an Entirely New Engine Which Provides More Economical Transportation This Motor Car Is More Durable, More Quiet and More Comfortable Than Ever. The New Series Six Is the Last Word in High Class, Medium Priced Motor Cars. It Provides Comfort and Luxury Beyond Belief and Is the Ideal Car for the Working Man of Average Income to Buy. Graham Bros. Trucks Are Made in Three-Fourths Ton, One Ton and One, One-half Ton and Two Ton Capacity. They Stand Sturdy and Powerful. The Ideal Truck for the Farmer, Trucker and Business Man to Operate. Fielder-Mohr Motor Company Maintain a Used Car Department Offering Dependable Values at Moderate Prices. Messrs. Fielder & Mohr, the Owners of This Agency Enjoy the Confidence of the Motoring Public in Our Community. They Take Real Pride in Recommending Dodge to Their Friends and Patrons—and Stand Squarely Behind Every Car They Sell. We Recommend Them As Public Spirited Citizens of the Highest Type Who Are Deserving of the Patronage of a Discriminating Motoring Public.

By striving each day in every way to make their product better and better Dodge Brothers engineers have attained the distinction of being manufacturers of America's finest four-cylinder motor cars. By advertising to the American motoring public the fact that Dodge motor cars are sound in PERFORMANCE, DURABLE, DEPENDABLE AND WILL GIVE YEARS AND YEARS OF SERVICE—their cars are accepted favorites for people of moderate means who demand long life, smoothness of operation, and low upkeep in the motor cars they buy.

Dodge supremacy was not accomplished overnight. Only by continually improving and by continually experimenting has it become so popular. No expense has been spared, no part of the organization was found lacking in man power—no slight detail was overlooked. It was destined to become the leader and these men with many years of experience in the automotive field considered it their duty to make it so.

The New 1928 Model Dodge Four, now on display in the sales rooms of these dealers is eloquent proof of Dodge supremacy as well as of the fact that Dodge engineers are determined to let no obstacle stand between them and giving the American motoring public the finest of fours. Made with the famous Dodge all-steel body, equipped with an entirely new engine and with a standard gear shift the new Dodge Four has more power, more speed, faster acceleration, more economy and more value, than other motor cars selling for many dollars more.

Feeling the need of a six cylinder car to meet the demand of that class of buyers who are on the alert for smarter body lines, more roadability, smoother operation, Dodge Bros. have recently given to the world a six cylinder car that represents the last word in high class sixes. This new six is made according to altogether

new principles. It is made according to Dodge standards—minus all flub-dubs and unnecessary parts. It is the essence of speed, durability and value—and promises to set a precedent by which all sizes are shortly to be judged. To see a new Dodge Six—is to want to ride in it. To ride in it is to experience the height of motor car luxury and to own it is to experience that feeling of satisfaction that comes only from owning the very best.

To satisfy yourself that these statements are true all you need do is to call the Fielder-Mohr Motor Co., and have one of their sales representatives demonstrate Dodge supremacy to you. If you prefer you are free to take a demonstrator and put it to every known test. This will place you under no obligation whatever and we are sure you will be most agreeably surprised with this model of performance.

It is a well known fact that Fielder-Mohr Motor Co. are particularly favorites and a particular source of pride to the Dodge Corporation. No concern could possibly render a more efficient service than that which they render. Courteous and accommodating at all times the salesmen on the floor make a prospect feel equally as welcome and as much at ease if he is merely looking, as though he were ready to place the order.

Messrs. Fielder & Mohr are men who deserve no small amount of praise for the success of the firm bearing their names. They are of that particular type of men that make friends of all men they meet. Civic minded and public spirited they willingly lend every ounce of their energy and enthusiasm to every worth-while community movement for the betterment of the community and of the people making up this community. This publication unhesitatingly recommends them, their firm and the cars they sell. We wish this combination of quality unlimited success. 182-P

182-P

Briggs & Turivas Second Hand Lumber

A Firm in Blue Island With Offices and Warehouse Located on 139th Street, One Block East of Western Avenue, That Saves the People of This Section 50 Per Cent in Building Costs. Also Have Yards and Warehouse in Chicago Heights, Located at 16th and Wentworth Ave. This Firm Specializes in the Sale of Second Hand Lumber, Suitable for Building Garages, Barns, Fences, Cribs, Etc. Are in Popular Favor With Farmers in and Around Mokena Because of Their Upright Business Principles and Fair and Square Treatment to All. Also Handle a Big Assortment of Blocks, One, Two and Three Feet Long, Suitable for Kindling in Stoves, Furnaces and Fireplaces. Also Handle Kindling Wood from Old Freight Cars at Lowest Possible Prices. Large Stocks on Hand at All Times—Prices Always the Lowest. Messrs. Briggs & Turivas Are Business Men Who Have Won for Themselves the Confidence of the People of This Community. They Are Public Spirited Citizens and Community Boosters. We Recommend Them and Recommend You Phone Them at Blue Island 157, or Chicago Heights 292 for Prices and Particulars on Your Next Purchase.

Progress and prosperity today offers advantages and returns for investors that twenty years ago were never thought of. A piece of land may increase as much as fifty and one hundred per cent in value over night. The shrewd investor is the man who has the foresight and the determination to grasp an opportunity when it presents itself and cater to the public wants.

In most every instance the structure on the land is obsolete. It is not modern, up-to-date. In other words it is not in keeping with the present day trend and progress and the investor takes immediate steps to increase his investment by erecting a structure that will give him the maximum on his investment.

When the building is dismantled, tons of lumber are carefully salvaged. Most of this lumber is good. Has stood the ravages of time and weather and possesses years and years of service. For the shrewd home builder—farmer and business man—this lumber offers an opportunity to save 50 per cent in building costs—and

will render equally as good service as that coming today from the mills.

Briggs & Turivas is a firm in our community that saw the opportunity years ago of saving the people of our community real money on their lumber purchases. This firm specializes in the sale of second hand lumber, kindling wood and blocks and carries one of the most complete stocks to be found in our state.

When a structure is to be dismantled to make way for a larger—a more modern—a more pretentious one—this firm contracts for the wrecking and in a systematic manner sorts and grades the lumber and places it in their warehouses and lumber yards. When any is found unfit for future use—this firm discards it and sells it for kindling.

Briggs & Turivas' second hand lumber, therefore, is ideally adapted for use in building garages, barns, fences on farms, corn cribs, etc. The very fact that their business is founded on economy, economy to the buyer, builder, farmer and city resident makes them favorites with all who wish to add improvements to their homes or farms at a minimum cost.

The cost of their lumber is about half that of new lumber. In other words, a visit to them will save you at least 50 per cent in your building costs. Think what this means: It means simply that you can build a garage for half the price asked by a firm who proposes the use of new lumber. It means that farmers can demand efficiency on their farms and add fences, sheds, cribs at a minimum cost that will aid them greatly in operating their farms on a more profitable basis.

Another department of this firm is that devoted to supplying kindling wood from freight cars. They have a contract with our local railroads and take off their hands all box car bodies that are unfit for carrier use. These bodies they tear down and offer to the people at prices that are astonishingly low. The wood is ideally adapted for furnace, stove and fire place use. It is dry—which makes it burn easily and produce the maximum of warmth. It is of the correct size which makes it easy to handle—and is far more economical than coal or other fuels.

In short—Briggs & Turivas serve the community and the people in the economical manner. If you anticipate the erection of a garage, barn, fence, crib, or the like—it will pay you handsomely to call on them and get their prices. An iron clad guarantee of complete satisfaction covers every transaction—and their prices are so low that there is no excuse for anyone not to have a garage on their premises—no excuse for any farmer not to have an adequate number of barns, sheds, cribs on his property.

Messrs. Briggs & Turivas the owners of this firm are truly community servants. They are men who know the community needs—men who never miss a single opportunity to give their patrons the very best that's in them both in service and quality lumber at greatly reduced prices. We recommend them to our good readers in Mokena, Tinley Park, Oak Lawn, Worth, Orland Park, New Lenox, Frankfort, Midlothian, Blue Island and Morley, with the assurance that they not only will strive with all their might to supply the best, but that their services will be cordial and friendly. 292

Rodee Auto Service

With Modernly Equipped Shop and Headquarters Located at 147th and Western Ave., Engages in the General Repair of Any Make or Model of Automobile. Being Out of the High Rent District Enables them to do Quality Work for less than Ordinarily Charged. 24-Hour Wrecking Service an Added Feature. Mr. Charles Rodeghier, the Owner Is An Auto Mechanic With Years of Successful Experience to His Credit. He Understands His Business Thoroughly and Makes Every Effort to Serve His Patrons in a Most Efficient Manner. When Our Readers May Be in Need of First Class, High Grade Service We Recommend That They Phone This Garage at Blue Island 1700.

No matter if your car happens to belong to that modest family made famous by that eminent personage Henry Ford, or whether its lineage is traceable to the family of Rolls-Royce it will serve you only as efficiently as it is served at the hands of the automobile mechanic. Today your car may be a brand new one with miles and miles of service without the touch of a wrench or hand—but sooner or later it will need repairs. The careful motorist is the one that does

vinced themselves that by appropriating a large percentage of their advertising budget for Cobb Signs their businesses will prosper and be successful.

It is needless to say that this firm is thus rendering the community a meritorious service. That they have been successful cannot be disputed. Their success is due in a large measure first of all to the high quality of the work they do as well as to the service they render and the reasonable prices they ask for this quality service. Mr. J. W. Cobb is a public spirited citizen admired and respected by all who know him. He is a community leader and a man that contributes willingly to the welfare of the community by lending his best efforts toward the promoting of every worth while cause. 63

not wait until necessity demands the services of a wrecker or repairman—but rather the man that will see that it is given a thorough and careful going over at regular intervals.

This progressive firm engages in the general repairs of any make of car. And they do it well, and at reasonable prices. The owner of this garage is not a swivel chair, white collared, theoretical repairman—but rather a graduate from the old school that knows where to look for trouble and what steps to take to remedy it. He is conceded to be one of the most efficient repairmen in this section with equal adeptness and ability to handle every and any make of car. He is so confident of himself and the men with whom he has surrounded himself that he personally guarantees every job that leaves his shop. "Satisfaction or Money Refunded as Cheerfully as it is Accepted" is a slogan and a guarantee he proudly passes to every patron.

In automobile repairing, perhaps more than in any other kind of work, the motorist buys service. This service coming from this firm assures the motorist of the least consistent delay and inconvenience, because the men in this garage are skilled and experienced in the work which they have chosen to serve the people of this section.

Mr. Chas. Rodeghier, is himself an expert. As an expert he employs only experts with ability to give expert advice and service. His garage is in-

deed an asset to this community, serving as it does, the people 24 hours every day, 365 days every year. He is a man of high standing in this community that stands four square behind every job he places his official O. K. on. He is a leader in all civic matters and prides himself on being a resident and a business man in one of the most enterprising and prosperous communities in this section. 10-S

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The write-ups appearing, demonstrate the progress and the aggressiveness of the community and the enviable reputations of these enterprising business and professional men.

Scholastic Affection

Teacher: "Johnny, I'm only punishing you because I love you."
Johnny: "I wish I was big enough to return your love."

Harvey Brothers—Hupmobile

Official Representatives for the Famous Hupmobile Six and Superlative Eight, in Blue Island, Is Located at 433 Western Ave. Newest Models on Display. Each a Masterpiece of the Designer's Art. The Hupmobile Six Possesses Advancements and Superiorities Which Heretofore Have Cost the Buyer a Great Deal More Money. The Hupmobile Eight Is Commonly Called the Finest Performing Car in America. Modernly Equipped Service Garage and Ample Supply of Stock Parts Insures Hupmobile Owners of the Best and Quickest Service. Messrs. Howard D. and Harry E. Harvey Personally Recommend and Endorse the Hupmobile and Stand Fair and Square Behind Every Car They Sell.

"Produce An Article of Outstanding Merit And The People Will Beat A Pathway to Your Door." This Statement Truer than Fiction, Was Made by One of America's Most Successful Manufacturers.

This time-worn adage holds good in automobile circles more than in any other field. Name an automobile in a certain class and subconsciously a name flashes in your mind. The name Hupmobile has stood the acid test of time and has become a by-word for absolute reliability and dependability under every and any consideration.

Reputations like that enjoyed by Hupmobile are not accomplished overnight. They follow logically in the footsteps of long service, service founded on the principle of giving every buyer the most for his money.

Hupmobile makers are pioneers in the automobile manufacturing business. They have been actively engaged in manufacturing Hupmo-

biles for the past fourteen years. We all remember the days of the Hup Four. With that recollection is a reputation of firmness and sturdiness that even in those earlier days made Hupmobile a very desirable buy. Today after many years of experimenting we have the Hupmobile Superlative Eight, the finest motor car any red-blooded American could possibly ask for. The Hupmobile Eight is the result of the intensive experiments by Hupmobile engineers who are regarded as being leaders in automobile engineering.

The road is always yours with a Hup 8. Unsurpassed in quietness and smoothness, in spirited performance, and in superlative ease of handling, the famous Hupmobile Eight—with designs and creations that outshine even the newest from Europe. All with the soundness and the sureness that have so long attached to everything that Hupmobile builds.

The Hupmobile Six, which possesses every sound device and engineering feature which makes for long life, low upkeep costs and su-

persmoothness is made in four very Standard equipment includes balloon tires, four wheel brakes, oil filter and other added features, which make it the most outstanding car in the entire field of lower priced Sixes.

On the floors in the sales rooms of Harvey Brothers will be found a handsome display of all these new models in most beautiful color combinations and most elegantly fitted. If you are contemplating the purchase of a motor car you owe it to yourself to visit these enterprising dealers and have them explain why your next automobile should be a Hupmobile. You can be assured of the most courteous of treatment at the hands of these local dealers. A visit followed by a demonstration will not obligate you in the least.

Such an agency selling such a car is truly an asset to this community. Harvey Brothers are upright business men who believe in their community and in the product they handle. We recommend them as honorable men with which to do business, broad in their views and sincere in their efforts.

Cavallini Ice Cream Co.

A Firm Located in Blue Island at 279 Walnut Street, That Supplies This Community With the Well Known Brand of "Arctic" Ice Cream. The Latest Report from the Department of Health in Chicago Gives "Arctic" Ice Cream As the Highest Testing Ice Cream in the Entire of Cook County. Bacteria Received Only 3600 Counts While in Some Cases it Ran as High as Half a Million. The Bucoli Test Showed Negative and Butter Fat Went Way Up to 13.2. Are the Only Ice Cream Manufacturers in This Section That Maintain Their Own Ice Manufacturing Plant. Speedy Trucks Insure Prompt Delivery to All Customers. Mr. Peter Cavallini Is a Man of High Standing in the Community. None Stand Higher.

Rapid strides have been made in recent years in the making of ice cream. Perhaps the increased demand for wholesome ice cream has been instrumental in bringing about these advancements and improvements because the fact remains that what was a luxury only a few short years ago is now considered an absolute necessity at most every dinner, party, and special festive occasion.

And right here let it be said to the credit of the American nation that they have used the very best of good judgment in universally accepting high grade, pure ice cream as the popular refreshment because ice cream contains vitamins and calories just as do other foods of high quality and so doing, supplies the health producing properties necessary to our work and play.

The Cavallini Ice Cream Company are makers of that extremely well known brand of "Arctic" Ice Cream. It is unnecessary to devote any space to the statement that "Arctic" is high grade, pure ice cream—we all know that. Each day this firm receives from the farmers large supplies of

strictly fresh cream that goes into the making of "Arctic" Ice Cream. This strictly fresh cream added with only the purest and freshest ingredients are mixed in proper proportions and made into "Arctic" Ice Cream.

The very fact that "Arctic" is on sale at all leading soda parlors, restaurants, amusement centers and parks in this section is eloquent proof of the quality of their product. In fact "Arctic" will be found wherever ice cream is sold for miles and miles around.

Aside from being the choice of city folks—"Arctic" also is very popular with the farmer. Popular in fact for more than one reason. To be sure the farmer enjoys a wholesome dish of high grade ice cream equally as much as his city brother—but the Cavallini Ice Cream Company serves as a market for him for his milk and cream—thus eliminating the necessity of shipping his product to distant points.

The Cavallini Ice Cream Company enjoys the reputation for always paying the highest cash prices for milk and cream of tested quality—which also enables the farmer to

maintain a high quality herd—one that will always pass government tests with a high percentage.

In all the Cavallini Ice Cream Company is an organization whose very success is founded on quality product and quality service. From the inception of the business years ago, Mr. Peter Cavallini has always kept quality paramount and never deviates one iota from this principle. That the public are quick to appreciate this earnest desire on his part is most forcefully proven by the rapid strides this firm has had since they have been in business. Mr. Peter Cavallini, the owner and general manager of this firm belongs to that enterprising class of American business adventurers who solidly support every worthy movement for the betterment of the community or of the people going to make up that community. He is found up in front when any drives are on for the uplifting or beautifying of our section. This publication takes real pleasure in thus making Mr. Cavallini "Arctic" Ice Cream and the Cavallini Ice Cream Co., better acquainted with its readers.

Peter Schilt—Nursery

The Leading Nursery in This Section Is Located in Blue Island at 142nd and Western Ave. This Nursery Is Well and Favorably Known to the People of This Section Because of the Excellent Quality of Nursery Stock They Grow. They Specialize in the Hardest and Best Varieties of Apple, Peach, Pear, Plum, Cherry and Quince Trees, As Well As a Complete Assortment of Ornamental Trees, Shrubs, Peonies, Roses and a Wide Variety of Perennial Flowers and Hedges. All Stock Sold By This Firm Is Guaranteed. Also Furnish Plans and Estimates for the Development of Home Grounds, Parks, Cemeteries, Etc. Mr. Peter Schilt, the Proprietor, Is a Nurseryman and a Landscape Architect of Wide Experience and Recognized Ability. He Welcomes the Opportunity of Serving You. Phone Firm at Blue Island 1980Y1 for Prices and Particulars.

On your visits and walks through our choice residential sections haven't you already noticed the abundance of shrubbery, trees, vines, etc., planted on the premises on which are located our best homes?

The reason is that shrubbery really makes the home—that is the outside appearance of the home. The house itself may be ever so attractive, the yard ever so spacious and yet if there isn't shrubbery around the porch and house—unless there's a systematic assortment of trees and vines somehow the house doesn't seem a finished product.

To make homes prettier homes—to increase their beauty and appearance is one of the missions of the Dixie Highway Nursery. A visit to this nursery will reveal a multitude of shrubs in the process of growing, every one of which will some day be used to ornament the premises of a good looking, happy home.

Mr. Peter Schilt, the proprietor of this Nursery is regarded not alone in this section, but throughout the entire country as an authority on shrubbery. On the lawns of the best homes in our community, will be found specimens of his skill as a grower and raiser of first class shrubbery.

In addition to growing shrubbery, this nursery also specializes in the raising of trees, vines, rose stalks, etc. Regular shipments are made to far off points to people who are attracted to the splendid quality of nursery stock he raises, and who favor him with their business.

The Dixie Highway Nursery also deserves more than passing praise for the maintenance of a department specifically devoted to the planning

and development of home grounds, parks, cemeteries, etc. They will most willingly send a representative who will aid you in properly planning your grounds. This service is free to people living in Blue Island, Mokena and Midlothian. On out-of-town work, a very nominal fee is charged to cover transportation of the representative only. This service is indeed one found only in cities of the most metropolitan size and kind. We should indeed consider ourselves fortunate and should avail ourselves of it.

This publication has no hesitancy in saying that Mr. Schilt is the type of business man who stakes his very reputation on his product. He enjoys his work—enjoys working around and with growing things. He does everything possible to make our community a better, a more beautiful and a happier place in which to live and enjoy life. We recommend him, we recommend the quality of his nursery stock and feel confident that in patronizing his nursery our readers will be given the very best and most courteous service at all times.

MOTHERS

Others love us more or less, Mothers love with steadiness.

Others pardon, hating yet; Mothers pardon and forget.

Others throw their faith away, Mothers pray, and pray, and pray.

"What a surprise to see you in a full dress suit, Otto. Did you rent it?"

"No, but every time I stooped over I thought I would."

THE BUSY MAN'S CREED

I believe in the stuff I am handing out, in the firm I am working for; and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself. I believe in today and the work I am doing, in tomorrow and the work I hope to do, and in the sure reward which the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition. I believe there is something doing, somewhere, for every man ready to do it. I believe I'm ready—RIGHT NOW!

—Elbert Hubbard.

Blue Island Roofing Company

Of Blue Island, With Offices Located at 249 Vermont St., Are Roofers That Handle the Best Line of Roofing and Roofing Supplies in the Country. No Job Too Large or Too Small Because They Have a Roof to Meet the Requirements of the Most Humble Residence As Well As the Largest Office Building or Factory. Convenient Payment Plan. Estimates Furnished Without Obligation. Mr. Ralph Oakley, the Manager, Is a Man of High Reputation in This Community. He Stands Four Square for the Best in Materials and Workmanship. Office Phone Is Blue Island 24 and After 6 P. M. Call Blue Island 1991Y4.

A house may be a home without a cellar. It may be a place in which to enjoy life without a front porch or a back yard but never can it be more than a shell without a roof. There is no feature in home construction of such vast importance—on which so much depends as on the

roof. Good roofs not only increase the comforts of living, not alone are they a decided asset from the point of service they give, but they reduce insurance costs by minimizing the fire risks. The many different styles and shades of material carried in stock by this local roofing com-

cern offers a wide choice in color patterns and quality to suit many tastes.

A good looking roof properly applied not only adds years of service to the home, but gives it an appearance of attractiveness and permanency that increases its value. And for roofs that are fire-safe, weather tight and of unusual beauty. The lines they handle offer a wealth of opportunities. They can be applied to new homes as well as old ones.

They are made in a wealth of artistic and colorful forms to enhance the beauty of any home they cover and protect.

It isn't necessary to first remove the wood shingles or the old roof before applying one of these roofs. In fact you can get better results by eliminating this bothersome job which to say the least litters any yard causing more work. In the first place by applying one of these roofs over the old roof you retain the insulating value of the wood shingles or old roof and get added years of service. Secondly the old roof serves as a foundation and gives extra thickness at every point. Third it is far less expensive.

If your roof leaks, if it is commencing to give way to its many years of service we recommend that you call these enterprising roofers and allow them to explain to you the merits of the lines they handle. If you prefer, one of their representatives will call at your home and most

willingly give you an estimate. This will not obligate you in any way.

The convenient payment plan adopted by this local firm allows months in which to pay for the cost of re-roofing your home.

Mr. Ralph Oakley, the manager of this firm is a roofer with many years experience in this business. He has surrounded himself with an organization of roofers that exercise the utmost of precaution in every roof that they apply. Mr. Oakley's success is due to the fact that they are upright and honest in all their business dealings. Their word can be accepted as authority on all matters pertaining to roofing. They are public spirited business men that enjoy the admiration and confidence of an appreciative public. We recommend the firm and the quality of roofs they distribute.

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Hayes Monument Co.

A Granite and Marble Monument Firm in Morgan Park, Chicago, With Shop and Offices Located at 2724 W. 111th Street, That Enjoys a Reputation for Producing Quality Work. The Men Employed By This Firm Are Skilled Craftsmen Who Have Spent Years in Memorial Designing. Their Plant Is Modernly Equipped to Render Most Efficient Service. They Handle Small Marker Orders With the Same Efficiency As Those for Pretentious Memorials. Mr. C. A. Hayes, the Proprietor, Welcomes the Opportunity of Submitting Prices and Full Particulars on Memorials and Monuments to His Many Friends and Acquaintances. Also Maintain Branch Office at the Holy Sepulchre Cemetery.

From the beginning of time man has always showed great reverence for the memories of his departed ones. In medieval times huge structures and tombs made of the most costly marble and granite were erected that required years and years to complete. These structures stand yet today as many of the world's most pretentious works of art. Just recently we have had a most concrete manifestation in the tomb of that famous King Tut. History recorded on the walls of the tomb surely must have required years and years to inscribe. This tomb is surely the work of master craftsmen who must have worked unceasingly to construct a memorial to preserve his loving memory.

Americans too show their reverence in the same manner. While present day efficiency prohibits the spending of decades in the construction of suitable memorials to the memories of our deceased ones—it is not overestimating, we feel, to say that our burial grounds today are concrete demonstrations of our love and respect for those departed.

The Hayes Monument Company is a firm that specializes in preserving these memories. Their work is found on many graves and in many burial places in this and surrounding sections. They are known far and wide not alone for the quality of work they do—but likewise for the artistic designing of memorials and monuments that stand ad finitum as eloquent evidences of their ability and skill.

A monument cutter and designer

in order to be successful must spend years and years at his profession. There is truly a profession that only a limited few are qualified to engage themselves in. They must have an aptitude for designing and a skill for executing his ideas that are practical and beautiful. This firm enjoys just such a high reputation in this community. As experts in their line they have surrounded themselves with men who understand every phase of the business, and the result is that every piece of work that leaves their shop reflects credit, individuality, skill and durability. Their shop is a model in every respect. Without fine tools no monument cutter or letterer can possibly produce high quality work. Hayes' memorials are not imperfect in any single detail.

Mr. Hayes is doing more than

his share to preserve the memories of this community's departed ones. His business is a sentimental one—a sentiment that preserves traditions. If you have been thinking of having a suitable memorial erected at the grave of some departed member of your family or relationship—we recommend that you phone this firm and have them send a representative to your home to talk over the matter with you. Mr. Hayes is a man that is well and favorably known in business and social circles. He has spent many years in becoming proficient in his profession and considers his duty to his community a duty to the people. He is found up in front in all civic movements for the betterment of the community and lends his whole-hearted support to all worthy community movements.

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